

# YOUR CAMPAIGN CHECKLIST

## BEFORE THE CAMPAIGN

- Meet with your CEO and company leaders to confirm their commitment.
- Recruit a strong campaign team.
- Ask a member of senior management to chair a Leadership Giving campaign.
- Consider implementing a new hire and retiree campaign.
- Publicize the campaign to educate, build enthusiasm, and inform employees of key dates by using emails, intranet and templates which are available in your campaign tool kit.
- Send out an endorsement letter(s), e-mail or voicemail from the CEO.

## DURING THE CAMPAIGN

- Communicate the official kick-off of your campaign.
- Distribute campaign materials as people enter the group meeting(s).
- Display United Way posters.
- Make your own contribution to the campaign.
- Follow-up personally with anyone who has not yet turned in their pledge form.
- Build excitement by sharing progress through email, company newsletter, or intranet.

## AFTER THE CAMPAIGN

- Complete the campaign report envelope summarizing your results and return to United Way with required forms.
- Celebrate success with an event to announce results and recognize those who volunteered and contributed.
- Send thank you notes and emails to committee members and employees who participated.
- Promote the results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
- Recognize loyal contributors who have given to United Way for five years or more.

# THANK YOU!



United Way of Butler County ~ 184 Pittsburgh Road ~ Butler, PA 16001  
724-285-4883 ~ [impact@butlerunitedway.org](mailto:impact@butlerunitedway.org) ~ [www.butlerunitedway.org](http://www.butlerunitedway.org)

# UNITED WAY OF BUTLER COUNTY CAMPAIGN COORDINATOR GUIDE



# GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.



# YOUR ROLE AS A CAMPAIGN COORDINATOR

## INFORM.

**Make giving personal and relevant. For instance, ask employees how many cups of coffee they purchase in a week. Would they consider donating that money to United Way to help improve people's lives?**

- Make your pledge first.
- Read through United Way materials and be familiar with how we make positive changes in the community in which you live and work.
- Invite questions and share stories about how people LIVE UNITED and share your own story too.
- Add special events to your plans to get people excited about the campaign.

## ASK.

**Most people don't give simply because they were never asked. Personal contact and a positive attitude are critical to your campaign's success.**

- Start off with people who already donate.
- Ask co-workers you know first.
- Encourage payroll deduction. It's the easiest way to give.
- Challenge donors to increase their giving by small amounts.
- Provide incentives for giving. Not all incentives need to cost money.

## THANK.

**Everyone appreciates being thanked. Be sure to thank them for their participation throughout various stages of the campaign, in addition to thanking them for their actual gift.**

- Send handwritten notes to donors and volunteers.
- Display United Way thank you posters throughout your building.
- Thank people personally at your wrap-up event.
- Have your CEO send thank you letters to those who contributed.
- Post campaign results on intranet.

## SPECIAL EVENT IDEAS

Special events add excitement to the campaign.  
The ideas are limitless!

- Baby Picture Guessing Game
- Bake Sale
- Chili Cook-off
- Company Car Wash
- Cookout
- Crazy Hat/Flip-Flop Day
- Creative Basket Contest & Auction
- Dodgeball/Softball/Kickball/Volleyball Game
- Dress-up Day
- Employee Cookbook
- Executive Dunking Booth
- Funniest Home Video Contest
- Golf Tournament
- Halloween Costume Contest
- Ice Cream Social
- Intra Bingo
- Jeans/Dress Down Day
- Mini-Golf Tournament
- Office Olympics
- Office/Cubicle Decorating Contest
- Pancake Breakfast
- Penny Wars
- Pie Eating Contest
- Pizza Party
- Premier Parking Space Raffle
- Pumpkin Carving Contest
- Sell Popcorn and Drinks
- Silent Auction
- Trivia Contest
- Ugly Tie/Ugly Earring Contest

## MAKE IT FUN WITH INCENTIVES

- "Leave Work Early" Passes
- "Sleep-in" Passes
- Casual Day
- CEO Car Wash
- Event Tickets
- Free Day Off
- Gift Certificates
- Long Lunch Pass
- Movie Passes
- Prime Parking Spot



**Please use the campaign toolkit to help you with your annual campaign. Download marketing materials and other campaign resources.**

# WHAT DOES IT MEAN TO LIVE UNITED?

It means working together to reach our mutual goals as a community. In your role as a United Way Campaign Coordinator, you have an opportunity to take a stand on behalf of our community and inspire others to take action.

United Way is working to advance the common good by focusing on EDUCATION, FINANCIAL STABILITY and CONNECTING PEOPLE to services they desperately need. These are the building blocks for a good life.

## ADVANCING THE COMMON GOOD

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, when families are financially stable, and when people are easily connected to services they desperately need.

## EDUCATION, FINANCIAL STABILITY & CONNECTING PEOPLE

There are basic things that we all need for a good life...a quality education that leads to a stable job, income that can support a family through retirement, and a clear connection to effective and compassionate support when needed.

## LASTING CHANGES

United Way works to meet basic needs and make long-lasting changes by addressing the underlying causes of problems and prevent them from happening in the first place.

## LIVE UNITED, A CALL TO ACTION

Together, united, we can change what we see in our world. We invite you to be part of the change; to inspire hope and create opportunities for a better tomorrow.