



BEFORE THE CAMPAIGN

- Meet with United Way staff to review last year's campaign.
- Meet with your CEO to confirm his/her commitment and support.
- Recruit a diverse and enthusiastic campaign team.
- Develop strategies, timeline and goals for this year's campaign.
- Plan a Leadership Giving appeal and ask the CEO or a member of senior management to sponsor this appeal.
- Publicize the campaign to educate, build enthusiasm and inform employees of key dates. Use emails or your intranet site to communicate with your co-workers.



DURING THE CAMPAIGN

- Communicate the official kickoff of your campaign.
- Display United Way posters and other materials throughout the building(s).
- Distribute pledge forms to ALL employees.
- Make your own contribution to the campaign.
- Follow up with anyone who has not yet turned in their pledge form.
- Build excitement by sharing progress with employees.



AFTER THE CAMPAIGN

- Complete the campaign report envelope and return to United Way.
- Announce campaign results and thank employees with a celebration, email or letter.
- Evaluate the campaign's strengths and weaknesses and make recommendations for possible improvements next year.

Your United Way Staff is available to help with everything listed in this toolkit. They are your **GREATEST** resource!

RESOURCES AVAILABLE ONLINE: pledge forms, community report, tips and fundraising ideas, volunteer projects, campaign video and more!

Online ECC toolkit at www.uwayhelps.org/ECC_Corner.php

STAY CONNECTED YEAR ROUND: follow us on Facebook and Twitter. You'll be the first to learn about United Way of Champaign County news including how your donation is making a difference in your community, special events and volunteer opportunities.



Looking for Volunteer Opportunities?

www.CUVolunteer.org

Connects local non-profit organizations and community members interested in volunteering. Organizations can post opportunities on the site and volunteers can browse and sign up for opportunities. This site is a community project made possible by the [University of Illinois](#) and [United Way](#).



"How wonderful it is that nobody needs to wait a single moment before starting to improve the world."

---Anne Frank

2011 Campaign Coordinator Guide



**JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE!**

GIVE. ADVOCATE. VOLUNTEER.



YOUR ROLE AS A EMPLOYEE CAMPAIGN COORDINATOR

THANK YOU for serving as a Employee Campaign Coordinator (ECC)! You are the liaison for the United Way campaign in your workplace. You will play a lead role in developing and implementing a successful campaign at your workplace.

Key Responsibilities

- Work closely with your United way staff to develop an effective campaign plan. (goals, kick-off, special events, management meeting, etc.)
- Coordinate the distribution and collection of campaign supplies (see Campaign Supply Request Form)
- Promote the campaign throughout your workplace and give everyone the opportunity to give
- Encourage Leadership giving (those who give \$500+)
- Invite United Way staff to speak at one of your employee meetings (show campaign video)
- Update co-workers about the campaign progress via email, newsletter, bulletin boards and break rooms
- Follow-up with each employee to make sure they had the opportunity to give through the allotted campaign timeframe.
- Finalize your workplace campaign (Say thanks, return completed campaign envelope w/ pledge forms inside & celebrate your results!)

MAKE IT FUN!

Increase participation in your campaign by using these fun themes and incentives!

More ideas available online!

Low to No Cost Special Events

- Chili Cook-Off
- Bake/Yard Sales
- Sell Popcorn & Soft Drinks
- Ice Cream Social/Root Beer Floats
- Car Wash
- Silent/Basket Auction
- Casual/Jeans Day
- Themed Kick-Off Lunch
- Coin Wars
- Office/Cubicle Decorating Contest

Incentives

- Premium Parking Space
- Lunch with the Boss
- Paid Time Off
- Car Wash by Management
- Snooze Day/Sleep in Passes
- Movie/Game Tickets
- Company Promotion Items
- Gas/Car Wash Gift Cards
- Leave One-Hour Early Passes
- Extra Lunch Time Passes

United Way Building A Stronger Community

United Way of Champaign County funds programs that provide essential services to those most vulnerable in our local community. In addition, a recent community survey was conducted by our board, staff and volunteers resulting in the publication of our 2011 Community Report . While we will continue to direct time and resources to funding programs, we will also focus our efforts on the **building blocks for a good life**—Community Basics, Education, Health & Well-Being and Financial Stability.

Community Basics—Help individuals and families benefit from an improved human condition in Champaign County.

Education—Assist children and youth to develop their full potential in becoming positive, contributing members of our community.

Health & Well-Being—Provide citizens the resources, knowledge and support necessary to meet their physical and mental health needs.

Financial Stability—Enable families and individuals to be financially secure and stable so they can meet their basic needs with hope and confidence for their future.

*We invite you to review the 2011 Community Report:
www.uwayhelps.org*

20-MINUTE EMPLOYEE MEETING

Topic	Presenter	Time
Welcome	CEO or ECC	1 min.
Company campaign overview	ECC	3 min.
United Way presentation	UW Staff	5 min.
Campaign video		5 min.
Ask for the gift	ECC/UW Staff	3 min.
Closing remarks/ Campaign timeline	ECC	3 min.

ONLINE RESOURCES

- Campaign Supply Request Form
- 2011 Campaign video
- 2011 CEO Call Book
- 2011 Community Report
- 2011 Pledge Forms
- 2011 Pillar Pledge Forms
- Fundraising Ideas
- What your \$'s buy

UNITED WAY creates opportunities by focusing
on the **BUILDING BLOCKS** for a **GOOD LIFE.**

10 STEPS TO CAMPAIGN SUCCESS

1. Attend ECC Training

- August 17th or August 23rd
- Meet our 2011 Campaign Co-Chairs; network with other ECC's & review your role

2. Know your organization

- Access the CEO Call Book for company giving history
- Target areas within your company to increase participation

3. Enlist Support

- Recruit a team of other co-workers to conduct your employee campaign
- Utilize United Way staff for resources, supplies and support
- Meet with upper management prior to conducting your campaign

4. Set your campaign timeline

- An internal company Kick-Off
- Special Events
- Campaign Presentation
- Wrap-up

5. Request necessary campaign supplies

- Utilize your Campaign Supply Request Form
- Campaign in a Box/Bag

6. Promote your campaign

- Increase employee awareness through promotional materials (posters, payroll stuffers, email blasts, intranet, newsletters & bulletin boards)

7. Highlight leadership giving/pillar program

- Recognize current leadership donors
- Distribute pillar packets to existing pillar and potential pillars

8. Ask every employee to give

- See sample employee meeting agenda
- Increase participation by ensuring all employees are asked to give
- Ask an employee to share a personal story

9. Say Thank You

- Saying 'thank you' shows appreciation and sets a positive tone for next year's campaign
- Ask upper management to show thanks through newsletter, email or even a celebration event

10. Report Results

- Inform all employees of your campaign results (% participation, total dollars raised, # of pillars)
- Have United Way staff pick up final campaign envelope