



WELCOME CAMPAIGN COORDINATOR!

Thank you for being a LEADER, VOLUNTEER and ADVOCATE for your community through United Way of West Central Minnesota. Your leadership role is vital because it makes a direct and measurable impact in our community. Through your organization's partnership with United Way, you are a catalyst for change across West Central Minnesota.

Whether you have been a Campaign Coordinator for several years or this is your first campaign, this Campaign Coordinator information gives you the resources, tools and tips needed to engage your colleagues in the work of United Way. As always, you can reach out to your United Way representative for additional assistance any time!

WHAT IS YOUR ROLE AS CAMPAIGN COORDINATOR?

You play a crucial role in the success of your company's campaign! As Campaign Coordinator, you lead the planning, implementation and evaluation of your campaign. To support you in this important role, our campaign staff and this information will walk you through the process and give you tips along the way.

YOUR KEY RESPONSIBILITIES:

- Work closely with United Way staff to develop an effective campaign plan
- Seek support for your campaign plan from upper management
- Recruit a team of volunteers to assist you, with members from all levels of your organization
- Educate employees about United Way and provide the opportunity for every employee to give
- Host an educational and fun campaign kickoff
- Evaluate your campaign and make recommendations for next year
- Celebrate your success!

GIVE. ADVOCATE. VOLUNTEER.

United Way of West Central Minnesota

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www.LiveUnitedWCM.org



**United Way
of West Central Minnesota**

WHAT DOES UNITED WAY OF WEST CENTRAL MINNESOTA DO?

United Way of West Central Minnesota works to improve people's lives by mobilizing the caring power of its communities to create lasting change. We will be the guiding force for human services. We will improve the quality of life in our West Central Minnesota communities through collaboration with non-profit agencies, government, businesses and individuals.

EDUCATION

Making sure that our children come to school prepared for school, supporting them through high school, and helping people of all ages gain job skills creates a ripple effect of success throughout our UWWCM communities.

- Prepare children of West Central Minnesota for kindergarten and support learning opportunities for ages 0-6.
- Every youth (Pre K to 12th grade) engaged in ongoing experiences that build positive life skills and receive the support they need to be successful.
- Promote education to address adult needs to enhance financial stability and independence.

HEALTH

Health is essential to a quality of life. Quality health keeps children on track in school and adults productive at work.

- Promote access to affordable and quality physical, mental and dental health care.
- Promote independent living and quality of life by investing in programs that help older adults and those living with disabilities.
- Promote access to programs that teach healthy behaviors and promote wellness to prevent future problems.



CHANGE WON'T HAPPEN
WITHOUT **YOU**

STEPS TO A SUCCESSFUL CAMPAIGN

1. GET TO KNOW YOUR LOCAL UNITED WAY

- Attend the Coordinator Training.
- Meet regularly with your United Way representative, who will support you every step of the way.
- Review the United Way brochure and Impact Areas.
- Visit our website for additional information: www.LiveUnitedWCM.org

2. SECURE TOP LEVEL MANAGEMENT SUPPORT

- Meet with your company leadership to get their support.
- Ask your company leadership to consider providing a giving incentive. Examples include matching dollars, jeans coupons or a day-off certificate.
- Encourage your company leadership to speak at an all-staff meeting with your United Way representative to demonstrate their support of United Way.

3. RECRUIT A CAMPAIGN TEAM TO HELP YOU

- Find a volunteer to represent each of the various departments within your company, if applicable.
- Seek employees who have high energy and are well respected in your organization.

4. DEVELOP A CAMPAIGN PLAN

- Make a plan that works for your organization. Consider your culture and coworkers' interests and create a plan that educates, energizes and will get results.
- Your United Way representative is a great resource to help you develop a plan and come up with creative ideas.

5. SET CLEAR GOALS

- Set a goal that is challenging yet still realistic for your company. Work with your company leadership, campaign team and/or United Way representative to analyze the results of last year's campaign and set goals based on where you can make the greatest improvement.
- It's important to know that no gift is too small when it is combined with gifts from others!

6. PROMOTE AND IMPLEMENT YOUR CAMPAIGN

- Place United Way posters and table tents in key meeting areas and break rooms.
- Send an email to all employees announcing the kickoff of the campaign.
- Include campaign information in your company newsletter, daily e-mails or on your intranet.
- Use special events and fun activities to add an additional spark to your campaign.
- Include employee testimonials during your United Way presentation or email testimonials to employees.
- Send emails to inform co-workers of the work United Way does in the community.
- The number one reason that people do not give is because they were not asked. Make it a priority to educate and provide the opportunity for every employee to give.
- Ask your company leadership to attend and publicly endorse the campaign.
- Encourage questions and thank employees for their participation.
- Make yourself available to answer any questions or concerns during the campaign. Your United Way representative is available to answer questions as well.
- Make people aware that no gift is too small.



7. SAY THANK YOU AND SHARE RESULTS WITH EMPLOYEES

- Publish the overall campaign results in an email, a company newsletter, and/or on a United Way poster.
- Be sure to recognize and appreciate all of the donors! You could even host a thank you event for employees, or send a thank you letter or email to all donors.

8. REPORT YOUR RESULTS TO YOUR UNITED WAY REPRESENTATIVE

- Contact your United Way representative to pick up pledge forms and special event money within one week of ending your campaign.

9. PLAN FOR NEXT YEAR'S CAMPAIGN

- Organize a debrief meeting with your campaign committee and United Way staff to evaluate the various parts of the campaign.
- Make sure to take notes for next year!