

WORKPLACE CAMPAIGN LEADERSHIP GUIDE



Workplace Campaign Coordinators encourage coworkers to create a stronger, healthier community by planning, coordinating and implementing an effective United Way workplace campaign.

Here are some guidelines to help:

WHAT SHOULD I DO PRIOR TO CAMPAIGN?

- Attend United Way Campaign Virtual Training, or call the office to schedule a time
- Review prior years' giving and develop a campaign strategy
- Meet with your CEO/Leadership to confirm commitment
- Establish a campaign goal and timeline
- Publicize campaign to employees
- Opt-in to a virtual campaign webpage through the United Way
- Set a date to kick off the workplace campaign

WHAT TAKES PLACE DURING THE CAMPAIGN?

- Launch your campaign with a kick-off meeting or party
- Present campaign materials at an employee meeting
- Schedule special events or games for employees
- Follow up with employees unable to attend

THE CAMPAIGN IS OVER. NOW WHAT?

- Make sure all employees had the opportunity to give
- Calculate results and turn in Summary Sheet and Pledge Forms to United Way
- Thank your committee and employees who participated
- Draft a letter (from CEO/Top Executive) to thank employees (see our website for examples)
- Pat yourself on the back for a job well done!

THE 20-MINUTE GROUP MEETING

- Opening Remarks – Workplace Coordinator
- Endorsement – CEO/Top Executive
- United Way Video
- United Way Overview – United Way Representative
- Agency Speaker – United Way Partner Agency
- Ask for Donation – Workplace Coordinator
- Closing Comments – Workplace Coordinator
- Say Thank You!

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EDUCATING & SHOWING IMPACT



SHOW THE CAMPAIGN VIDEO: United Way will provide you with a video to show employees the impact made in the Bemidji community.



INCLUDE IMPACT: Send emails or newsletters that include information about United Way and their partner agencies (see website for examples).



ADD A TESTIMONIAL: Request a partner agency speaker through United Way



SHOW THE IMPACT OF A GIFT: Give employees the opportunity to attend an Impact Express Bus Tour, listen to Living United Podcast, or watch Mission Monday videos on YouTube to see firsthand where their gift is going.



YEAR-ROUND EDUCATION: Show employees how a gift to United Way is helping throughout the year including United Way information in newsletters or emails.

CAMPAIGN THEME

Using a campaign theme is a great way to tie your theme together, generate excitement, and team-build!

2020 Campaign Theme: BECAUSE OF YOU

Tag Line: Together we can do more than any one of us can do alone.

KEY DATES: *Events may change as state regulations are updated

July 24-26, 2020

United Way Fishing Tournament

September 17, 2020

Business Blitz

September 29, 2020

Trap Tournament

October 17-18, 2020

Movie Days

October 30, 2020

Campaign Ends - pledges due



United Way
of Bemidji Area