

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



SHARE OUR ANNUAL BROCHURE: United Way will provide you with brochures 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!
2022 Campaign Theme: Live United, Give United

KEY DATES:

July 23-24, 2022

United Way Fishing Tournament

September 1, 2022

Wine & Beer Tasting

September 21, 2022

Live United, Give United Day

September 29, 2022

Trap Tournament

October 10-14, 2022

Restaurant Week

October 22-23, 2022

Movie Days

October 30, 2022

Campaign Ends - pledges due

LIVE UNITED



United Way
of Bemidji Area

Give **UNITED**