

WORKPLACE CAMPAIGN LEADERSHIP GUIDE



UNITED WAY
Bemidji Area

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 Training during the Open House, 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 or Speaker

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 a Lunch N Learn, listen to Living United Podcast, or view an Impact Report 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!
2025 Campaign Theme: Give Where You Live

KEY DATES:

August 21, 2025

Wine & Beer Tasting

September 17, 2025

Live United Day

September 25, 2025

Trap Tournament

October 6-10, 2025

Restaurant Week

October 18-19 2025

Movie Days

October 31, 2025

Campaign Ends - pledges due

**GIVE. WHERE.
YOU. LIVE.**