

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 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
- 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!

KEY DATES

Chili Cook Off –
September 18, 2019:
This event kicks off the
Fall fundraising
campaign

Campaign Ends –
October 31

Celebration Dinner –
January 2020

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 facts: 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!

2019 Campaign Theme: GIVE WHERE YOU LIVE

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



United Way
of Bemidji Area

