

# 2018 Campaign Coordinator Guide

To organize and engage employees in United Way's giving campaign, and raise money to help our community.

## Key Responsibilities

- Develop an effective campaign strategy including dates, goals, etc.
- Coordinate campaign kickoff and events
- Encourage employee participation
- Educate employees about United Way of South Central Idaho community objectives
- Be creative and have fun
- Remember to say, "Thank you!"

### You Have the Tools!

- Visit "Workplace Toolkit" at [unitedwaytv.org](http://unitedwaytv.org) for materials, instructions and promotional items.
- For more information, call us at 208.404.5361



## Your Campaign Checklist

### Prior to the Campaign

- o Meet with United Way team member or Loaned Executive to develop a campaign strategy, timeline and goals, and to obtain campaign materials
- o Meet with your CEO to confirm involvement
- o Publicize campaign using materials from the "Workplace Toolkit" at [unitedwayscid.org](http://unitedwayscid.org)

### During the Campaign

- o Kick off campaign
- o Host employee meetings with CEO and United Way team member or Loaned Executive
- o Show United Way video
- o Invite United Way guest speakers
- o Follow up with employees unable to attend
- o Ensure each employee has the opportunity to give
- o Organize special events
- o Share campaign photos and news with United Way (We will brag about you and your company online) (Send to [rbrowne@unitedwayscid.org](mailto:rbrowne@unitedwayscid.org))

### After the Campaign

- o Gather pledge forms, tabulate results and complete Campaign Report Envelope (Send copy of payroll deduction pledge forms to your payroll department)
- o Meet with United Way Loaned Executive for campaign wrap-up
- o Thank your committee and employees who participated
- o Encourage CEO to thank committee and employees
- o Celebrate your success!



United Way of  
South Central Idaho  
[unitedwayscid.org](http://unitedwayscid.org)