

CAMPAIGN COORDINATOR GUIDE



2021-2022 Fundraising Year



United Way of
El Paso County

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CAMPAIGN COORDINATOR CHECKLIST

Prior to the Campaign:

- Meet with United Way representative to review last year's campaign.
- Set up a meeting with your company/organization leadership to enlist support.
- Recruit a strong and diverse campaign team.
- Consider options for a Campaign Kick-off event
- Arrange an agency speaker, agency tour or volunteer opportunity with your United Way Representative. (optional)
- Ask a member of senior management to serve as a Leadership Giving Chair. (optional)
- Consider incentives for various levels of giving. (optional)
- Distribute emails and/or post information on the company intranet leading up to the campaign to educate, build enthusiasm, and inform people of key dates.
- Send out an endorsement letter from company leadership.

CAMPAIGN COORDINATOR CHECKLIST

During the Campaign:

- Distribute personalized pledge forms as people enter the group meeting(s) or send link prior to event (employees will also be able to scan a QR code from brochure).
- Run a separate leadership giving solicitation event for those who have the potential to give \$1,000 or more annually. (optional)
- Promote the benefits of United Way Donor Networks or schedule your United Way Representative to set up a booth at a company event. (optional)
- Promote the campaign in company newsletters, intranet, meetings and via email.
- Hang posters and update thermometers regularly.
- Follow up with anyone who has not yet turned in their pledge form.

After the Campaign:

- Host a thank-you event
- Follow-through with incentives
- Submit final report to United Way representative



KICK-OFF OR RALLY AGENDA

In-Person Rally Decor:

- United Way posters
- LIVE UNITED balloons
- Red, white, blue, orange & yellow streamers

Agenda:

- Snacks & Refreshments (in-person, optional)
- Pass out pledge forms and brochures (in-person)
- Coordinator Welcome
 - Goals & Incentives
 - Volunteer Project or Agency Tour Announcement (if applicable)
- Company/Organization Leadership Endorsement
- Labor-leadership Endorsement (if applicable)
- United Way Representative Welcome
 - Message
 - Loyal Contributors Acknowledgement (ask to stand/raise hand, optional)
 - Donor Network Member Acknowledgement (ask to stand/raise hand, optional)
 - Explainer Video (optional)
- Agency Speaker (optional)
- Activity
- Drop Link (virtual)

INCENTIVES

Incentives & Prizes

- Gift certificates
- Cocktail party or dinner
- “Flee @ 3” coupons*
- Corporate logo clothing
- United Way giveaways (mugs, t-shirts)
- Use of company car
- Airline tickets
- Gift cards
- Golf lessons
- Tickets to plays, sporting events and concerts*
- Pizza party
- Paid time off
- Angel Days – day off for one hour of pay a month
- Casual Fridays*
- Call in “Well” Day
- Free hotel stay
- “Sleep in late” coupons*
- Prime parking spaces
- Open soda and candy machines
- Free oil change
- Beauty or barber shop coupons

**United Way Favorites*

FUNDRAISING EVENTS



Plan an Event

- Silent Auction – Secure items from vendors, co-workers, and the leadership team. Allow employees to pay for their items via payroll deduction.
- Mobile Food Sales – Host a coffee cart or ice cream truck. Sales of all items come to United Way of El Paso County.
- Sports Tournaments – Host a basketball game or any number of sporting event tournaments for your company. Participants pay to enter and proceeds come to United Way of El Paso County.
- Baskets for Auction – Gather your department and create themed baskets for a drawing. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Movie Night, etc.

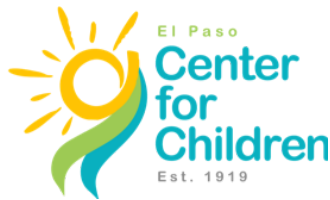
FUNDRAISING EVENTS

Event Ideas

- Amazing Race/ Scavenger Hunt – Host a scavenger hunt competition. Consider including United Way of El Paso County partner agencies as part of the hunt.
- Leadership Lunch – During the campaign, encourage participation amongst employees. The department with the highest participation gets to attend a lunch or dinner hosted by all senior leadership. Lunch can also be for those that give \$1000 or more which is considered a “Leadership Level” gift.
- Dinner For a Week – Get 7 restaurants to donate a dinner for 2 and drawing off a week of eating out. Sell tickets for around \$30 each. The lucky winners are able to eat out every night for a week.

TAKE A TOUR

Take a tour of any of the following agencies:



See volunteer menu for more details.

VOLUNTEER



Event Ideas

United Way would be happy to set up a volunteer event for your staff to:

- Mentor youth
- Assist with activities for youth at shelters
- Read to children
- Distribute & process food at shelters
- Cook for families at emergency shelters
- Host a drive to benefit a United Way partner agency

See volunteer menu for more details.

WAYS TO SAY THANK YOU

Ideas:

- LIVE UNITED BALLOONS OR FLOWERS - Surprise each contributor on the last day of the campaign. Place a balloon or flower at each donor's desk.
- LIVE UNITED THANK YOU SACK LUNCH - Order LIVE UNITED sack lunches for every contributor. Include a thank you note from your CEO.
- UNITED WAY NCA MERCHANDISE - Give t-shirts, pens or note pads with the United Way logo on them.
- SCOOPING UP SUCCESS - An ice cream social is a great way to celebrate a successful campaign. Have the management team scoop up the ice cream and personally thank each employee.
- WAFFLE/PANCAKE BREAKFAST - Have management serve up breakfast for everyone who contributed.
- BARBECUE OR PIZZA PARTY - Invite employees to a company-wide lunch. Have executives cook or serve.
- CANDY GRAM - Distribute candy bars to each participant with a thank you message attached.
- CHIP IN FOR UNITED WAY - Place chocolate chip cookies on every contributor's desk with a note thanking each one for chipping in for United Way.
- HALL OF FAME- Line the hallways of your office with "Donor Stars" to showcase all employees who gave.
- CASUAL DAY FOR UNITED WAY - Invite employees to wear their favorite comfortable clothes as a token of gratitude for their giving.