WELCOME CAMPAIGN COORDINATOR!

Thank you for joining in our movement to change lives and strengthen our community. Together, we’re helping local children succeed in school, supporting families to become financially stable and self-sufficient, connecting people with food and shelter and much more.

You play a crucial role in the success of your company’s campaign. The dollars raised through your workplace — because of your hard work and dedication — help more of our neighbors create a future filled with promise and opportunity.

Whether you have been a Campaign Coordinator for several years or this is your first campaign, this handbook gives you the resources, tools and tips needed to engage your colleagues in the work of United Way. You can also reach out to your United Way representative for additional assistance any time. We’re here for you!

WHAT IS YOUR ROLE AS CAMPAIGN COORDINATOR?
As Campaign Coordinator, you lead the planning, implementation and evaluation of your campaign. But don’t worry - we’ll be with you every step of the way.

YOUR KEY RESPONSIBILITIES:
• Work closely with United Way staff to develop a campaign plan
• Seek support for your campaign plan from upper management
• Recruit a team of volunteers to assist you, with members from all levels of your organization (if applicable)
• Host an educational and fun campaign kick-off
• Educate employees about United Way and provide the opportunity for every employee to give
• Work with your United Way representative and your company payroll contact to collect and fulfill pledges
• Evaluate your campaign and make recommendations for next year
• Celebrate the success of your campaign and the impact your company has right here in Larimer County!
UNITED, WE STRENGTHEN THE COMMUNITY.

United Way of Larimer County tackles issues that matter most to our community and uses a collaborative approach to accomplish more together. We provide opportunities for businesses, individuals and organizations to be involved in strengthening Larimer County.

YOUTH & EDUCATION
We believe investing in youth is not only the right thing to do, but it is also the best way to ensure a strong economy and community. Our programs and partnerships in this area focus on kindergarten readiness, reading at grade level by the end of third grade and high school completion.

FINANCIAL STABILITY
We believe in supporting initiatives that decrease the need for future social services. Our programs and partnerships focus on a pathway from poverty to self-sufficiency through job training, case management and access to resources and support, including disaster response and recovery.

COMMUNITY ENGAGEMENT
We believe strong communities are characterized by a high level of civic participation. Our programs and partnerships focus on increasing volunteerism, collaboration across sectors, creating a pipeline of civic leaders and business engagement with the community.

NONPROFIT EXCELLENCE
We believe the nonprofit sector plays a vital role in maintaining a resilient community and that donors’ dollars should be used to fund effective and efficient programs that show results. Our programs and partnerships coordinate with more than 70 local nonprofits, funding collective impact activities, evaluation of outcomes and data-based reports for donors.
STEPS TO A SUCCESSFUL CAMPAIGN

1. GET TO KNOW YOUR LOCAL UNITED WAY
   • Meet with your United Way representative, who will support you every step of the way.
   • Review the current United Way Campaign brochure.
   • Visit our website for additional information: www.uwaylc.org

2. SECURE TOP LEVEL MANAGEMENT SUPPORT
   • Ask your company leadership to consider providing a giving incentive. Examples include matching dollars, jeans coupons or a day-off certificate.
   • Encourage your company leadership to speak at an all-staff meeting with your United Way representative to demonstrate their support of United Way.

3. RECRUIT A CAMPAIGN TEAM TO HELP YOU
   • Find a volunteer to represent each of the various departments within your company, if applicable.
   • Seek employees who have high energy, are passionate about United Way and are well respected in your organization.

4. DEVELOP A CAMPAIGN PLAN
   • Make a plan that works for your organization. Consider your culture and coworkers’ interests and create a plan that educates, energizes and will get results.
   • Your United Way representative is a great resource to help you develop a plan and come up with creative ideas. Be sure to include them in the planning process!
   • Keep reading for a sample timeline.
5. SET CLEAR GOALS
Set a goal that is challenging yet still realistic for your company. Work with your company leadership, campaign team and/or United Way representative to analyze the results of last year’s campaign and set goals based on where you can make the greatest improvement.

Consider setting a goal for participation as well as a total fundraising goal. There is power in numbers and every dollar makes a difference.

6. PROMOTE AND IMPLEMENT YOUR CAMPAIGN

PUBLICIZE!
• Place United Way posters and table tents in key meeting areas and break rooms.
• Make plans to send a series of emails to all employees to keep everyone informed of the good work that United Way does in the community as well as your campaign progress. See the Coordinator Toolkit online at www.uwaylc.org for sample messaging.
• Include campaign information in your company newsletter, intranet or other internal communication channels.
• Use special events and fun activities to add an additional spark to your campaign.
• Ask colleagues why giving to United Way is important to them and share these testimonials in your communications.

ASK!
• The number one reason that people do not give is because they were not asked. Make it a priority to educate and provide the opportunity for every employee to give.
• The best way to communicate the community’s need and make “the ask” is by inviting a United Way representative to speak with your employees during a staff meeting.
• Ask your company leadership to attend and publicly endorse the campaign.
• Encourage questions and thank employees for their participation.
• Make yourself available to answer any questions or concerns during the campaign. Your United Way representative is available to answer questions as well.
• Remember that no gift is too small.
7. SAY THANK YOU AND SHARE RESULTS WITH EMPLOYEES
   • Publish the overall campaign results in an email, a company newsletter, and/or on a United Way poster. Brag about your success!
   • Be sure to recognize and appreciate all of the donors! Consider hosting a thank you event for employees, or send a thank you letter or email to all donors.

8. REPORT YOUR RESULTS TO YOUR UNITED WAY REPRESENTATIVE
   • Contact your United Way representative to pick up pledge forms and special event money within one week of ending your campaign.
   • See your United Way contact for instructions on pledge forms and turning in donations.

9. PLAN FOR NEXT YEAR’S CAMPAIGN
   • Organize a debrief meeting with your campaign committee and United Way staff to evaluate the various parts of the campaign.
   • Make sure to take notes for next year!
## SAMPLE CAMPAIGN COORDINATOR TIME TABLE

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<thead>
<tr>
<th>Task</th>
<th>Target Date</th>
<th>Complete Date</th>
<th>Assigned To</th>
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<tbody>
<tr>
<td><strong>Pre-Campaign</strong></td>
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<td>Attend Campaign Kick-off in June</td>
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<td>Review materials and learn about United Way</td>
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<td>Set meeting with Resource Development Manager (60 days prior to campaign)</td>
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<td>Meet with Upper Management to obtain endorsement</td>
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<td>Recruit campaign committee members, if applicable</td>
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<td>Assess last year’s campaign</td>
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<td>Set your company goal with committee and/or company leadership</td>
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<tr>
<td>Develop campaign plan (Dates, events, incentives, etc.)</td>
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<tr>
<td>Set date for United Way Presentation</td>
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<tr>
<td>Assign tasks to committee</td>
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<tr>
<td><strong>Campaign</strong></td>
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<tr>
<td>Send Campaign Kickoff email (from Coordinator or company leadership)</td>
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<tr>
<td>Implement Campaign Plan</td>
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<tr>
<td>Publicize Campaign (hang posters, e-mail, newsletters)</td>
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<td><strong>Post-Campaign</strong></td>
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<tr>
<td>Celebrate success!</td>
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United Way’s Cornerstone Partners invest directly in our internal operating and fundraising capacity so that your donations can have the greatest impact on local nonprofit programs. Thank you to these Larimer County business leaders for their continued generosity.