



Campaign Coordinator Guide

10 Steps for a Great United Way Campaign!

- 1 Gain the support of Leadership and show it!**
Have them write a personal letter of support. Use it. Have a member of your leadership team visible and involved at your kick-off. Promote Leadership giving.
- 2 Review and evaluate past campaigns.**
UW staff is happy to help.
- 3 Recruit a committee & plan your campaign.**
Ask for help. Volunteers will infect others with their commitment and energy. Incorporate fresh ideas, activities, and prizes. Assign tasks and set dates.
- 4 Set your goal.**
A dollar goal, a participation goal, or both.
- 5 Publicize everything.**
Share how, where, and when to pledge. Share what their pledge supports. Use all opportunities for communications: web, email, newsletters, and break rooms.
- 6 Focus on the impact of United Way.**
Learn about United Way. Invite a UW staff member to present. Share with all departments. Make sure all employees receive materials.
- 7 Ask everyone to give.**
The number one reason people don't give is because they were not asked. Have pledge forms in new hire packages for orientation.
- 8 Announce results and thank everyone.**
Consider creative ways to say thank you. Recognize individuals, groups or departments that go above and beyond. Share final results to all employees. Make wrap an event, like an ice cream social.
- 9 Report results to United Way.**
Return a copy of each pledge form to UW and give the original to your payroll office. Contact us to pick up your kit.
- 10 HAVE FUN!**

Thank you!

Thank you for accepting the role of Campaign Coordinator for your workplace. United Way depends on volunteers like yourself. You are helping break the cycles of domestic violence and generational poverty that plague our community. You are ensuring those in need have access to mental health services. You are helping kids achieve their full potential.

All money raised in your workplace campaign stays in our local community.

2020 Investments	
Funded Partners	\$ 1,058,000
COVID Emergency Funding	903,978
Community Development	194,850
Donor Directed Gifts	57,673
Total Community Investment	\$ 2,214,501

#LocalLove



We are here to help! 506-658-1212
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Sample Two-Week United Way Campaign

Running a United Way campaign in your workplace gives your employees an easy way to support their community. Giving through United Way ensures charitable gifts are directed to the non-profits and projects that are the most effective at reducing poverty, helping kids and youth, breaking the cycle of domestic violence and ensuring access to mental health.

Sample Plan:

Timing	Campaign Plan	UW Support
3 weeks pre- campaign	Recruit a campaign coordinator	Provide recruitment ideas.
2 weeks pre-campaign	Campaign planning.	UW meets with volunteer to create custom plan
1 week pre- campaign	Pre-Campaign Email from GM or lead volunteer. (Why UW, intro committee, dates for campaign, raffles and any activities.)	UW provides draft email
Day 1	Kick-Off campaign. Hang up posters, send Day 1 email. Host kick-off event with UW speaker such as a coffee break, pizza lunch, desk drop treat, etc.	UW provide posters, draft email and custom online pledge tool (paper pledge forms also available)
Day 5	Mid-campaign email (progress update, reminder of raffle draw, info about UW, and pledge link.)	UW provides draft email
Day 11	Final reminder communications (progress update, success story video and pledge link.)	UW provides draft email
Day 12	Raffle prize draw and communicate results (announce winner of raffle draw, report total \$ raised and THANK all donors and volunteers.)	UW provides draft email

Top 5 keys to a successful United Way campaign:

- Corporate support or a corporate match
- Presentation for staff by United Way
- Strong volunteer/team
- Raffle draw for donors
- Having fun!

The United Way staff team provides you with all materials and support needed to make your campaign a success.