



United Way
Saint John, Kings
& Charlotte

Campaign Coordinator Guide

10 Steps to a great United Way Campaign!

1

Gain the support of Leadership!

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, breakrooms

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.



We're here to help!

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