

CAMPAIGN COORDINATORS GUIDE



Building Your Campaign Team

1. Form Your Campaign Committee

- Don't feel like you have to run the entire campaign yourself! Enlist a few helpers along the way to make it easier to reach multiple departments in an effective way.
- Your Campaign Committee should be made up of those who want to serve their community, and possibly already do so by themselves. **Positive Helpers = Positive Campaign Results**

2. Engage with Management

- Have a United Way Representative stop in to help you engage your Management/or Leadership Team in the work of the United Way.
- For Campaigns where employees work at multiple locations, or work from home, encouragement to contribute from a member of the Leadership can be vital in securing donations from "off-campus" employees.

3. Engage with your President/CEO/or Owner

- Cooperation with the President/CEO/or owner is key to running a good campaign.
- Ask for the support of the top individuals, just so that they know that a campaign will run, and that time will be dedicated on a minimum scale.
- Ask for them to promote United Way through email, video, or letter to the employees if he or she is a dedicated and annual United Way contributor.

4. Engage with your Union Leadership (if applicable)

- Ask for the endorsement of the Local Union President who is present within the organization.
- Ask them to send a personal letter, or email, to their membership.
- Ask them to inquire about supportive funding from their local unit.

If you need assistance, please do not hesitate to contact either Lladel (Lladel@UWLaurel.org) or Matt (Matt@UWLaurel.org) for help.