

CAMPAIGN COORDINATORS GUIDE



Running Your Campaign - Making the Ask

1. Approaching All Employees - Broad Ask - Email

- Email - Using the **United Way At A Glance**, type up a general email overviewing the United Way. Highlight important information that can be picked out easily. Focus on the amount of change that is created through the United Way's concentrated efforts.
- Using the **United Way Pledge Form**, highlight the ease of selecting Payroll Deduction. (A pledge of \$6.93 x pay period will obtain the car drawing incentive level.)
- Link the Youtube video to serve as a short, realistic display of the United Way's work. (Contact Matt@UWLaurel.org for link.)

2. Approaching All Employees

- Encourage participation through Payroll Deduction, reminding them that this is the simplest way to support your community.
- We at the United Way advocate for campaign coordinators to utilize effective email and one-on-one communication. Please refer to item 1 above.
- Flyer distribution detailing the campaign is encouraged.

3. Approaching Individuals

- The **Annual Contributor** - Individuals who contribute on an annual basis know and care about the United Way. We advise that you simply update the individual and engage in casual conversation about the United Way's work in the community. Be sure to mention that an increase in support will help the United Way further their impact within the community.
- **Potential Contributor** - Individuals who have never contributed before are an open book. Some potential givers already support great causes within the community, such as their church, nearest food pantries, clothing drives, etc. It is important to engage these individuals in the work being done by the United Way which commonly is a similar collaborative effort.

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