

2022 UNITED WAY COMMUNITY CAMPAIGN COORDINATOR GUIDE



THANK YOU for stepping up to coordinate your workplace's United Way Community Campaign. It is no exaggeration to say that the most vulnerable - anyone who was barely getting by before - is struggling now more than ever. Together, we can step up to respond, as United Way has for nearly 100 years. We are ensuring that people's immediate needs are met while also finding solutions to long-term challenges. Here, you'll find the information you need to lead a successful workplace campaign, in the office or virtually. And remember – you're not alone! The team at United Way of Central and Northeastern Connecticut is your partner. Together, we can make life better for those who need help the most right now and ensure equitable outcomes for all. **That is what it means to LIVE UNITED.**

PLEASE CONTACT YOUR PARTNERSHIP MANAGER FOR A CUSTOMIZED PROPOSAL.

COMMUNITY CAMPAIGN TOOLKIT

unitedwayinc.org/campaign-marketing-materials
OR CONTACT YOUR UNITED WAY PARTNERSHIP MANAGER
FOR MORE INFORMATION.



United Way of Central and
Northeastern Connecticut

CAMPAIGN COORDINATOR CHECKLIST FOR SUCCESS

BEFORE CAMPAIGN

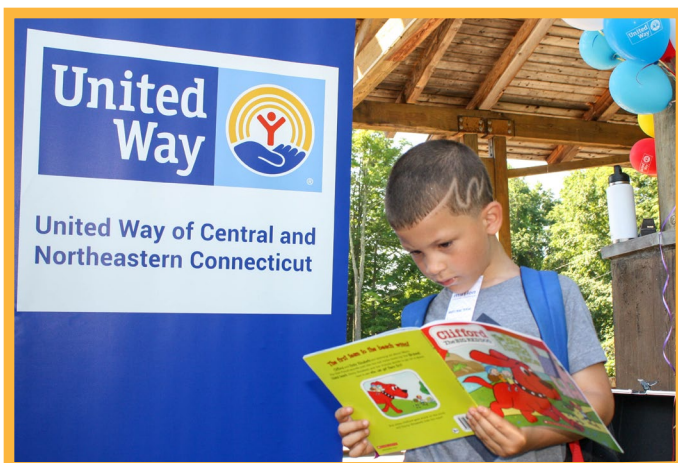
- ☐ Meet with your United Way Partnership Manager to review past results and explore this year's theme, materials and strategies
- ☐ Identify opportunities and challenges for this year's campaign
- ☐ Identify giving format (online or paper)
- ☐ Meet with your CEO or management team to gain support for the campaign and create a strategy to promote and incentivize leadership giving
- ☐ Recruit a campaign team that represents key departments and all levels of your workplace
- ☐ Plan your campaign, kick-off, special events and volunteer opportunities*
- ☐ Build awareness of the campaign timeline through internal communications one to two weeks prior to kick-off
- ☐ Request United Way Impact Speakers to attend in-person or virtual meetings and who can speak first-hand to how gifts to United Way make a meaningful difference to adults, children and families
- ☐ Order campaign materials through your United Way Partnership Manager*
- ☐ Open the campaign early to your internal leadership teams to get a jumpstart on giving

DURING CAMPAIGN

- ☐ Host a company-wide kick-off event*
- ☐ Promote and execute special events and volunteer experiences*
- ☐ Publicize prizes and incentives connected with giving (i.e., Days Off, and Match or Step Up Program that inspire leadership giving)
- ☐ Send and post regular internal communications throughout the campaign (including CEO letter)
- ☐ Let your colleagues know that their dollars make a difference. Visit our story hub [unitedwayinc.org/success-stories/](https://www.unitedwayinc.org/success-stories/)
- ☐ Thank donors early and often

AFTER THE CAMPAIGN

- ☐ Thank every employee for participating in the campaign
- ☐ Thank the CEO and management team for their support
- ☐ Hold a closing event
- ☐ Share your results
- ☐ Collect all paper pledges, if used, and return to your United Way Partnership Manager (or arrange for pick-up)
- ☐ Connect with your United Way Partnership Manager to debrief and provide feedback on ways in which we may continue to provide opportunities for employees to fulfill their charitable giving



THANK YOU!

Because of you, more children and youth will succeed in school and more families will achieve financial security, lead healthier lives and have access to critical basic needs and services.

**virtual options available*

MANAGEMENT INVOLVEMENT

Members of senior leadership play a crucial role in a campaign's success. By personally endorsing the campaign, senior leaders are demonstrating your workplace's commitment to connecting employees to the communities in which they live and work, and ways in which together we improve conditions for local children, adults and families.

BEST PRACTICES FOR ENGAGING LEADERSHIP:

- Craft a letter for staff from the CEO encouraging giving and supporting the campaign
- Invite your CEO to participate in your special events (whether virtual or in-person) and plan around their calendar whenever possible
- Invite United Way to provide a speaker or facilitate an activity during a leadership meeting that sheds light on community conditions and the solutions we can achieve through the campaign
- Enlist the leadership team to speak at the campaign kick-off event or record a video to send out to your colleagues



MEMBERSHIP GROUPS



United Way also offers employees networking and professional development opportunities, and customized volunteer experiences through two membership groups:

Emerging Leaders Society

The name says it all! Members represent young professionals looking to have fun, meet like-minded peers and make a difference. Emerging Leaders Society offers professional development, educational opportunities, volunteerism and networking events.

Women United

Globally, Women United members are LEADING THE CHARGE. INSPIRING THE CHANGE. to strengthen women and families. This network of concerned and caring women focuses on fundraising, networking, volunteering and mentoring. Locally, Women United is committed to increasing family financial stability through membership and special events, such as the annual *Power of the Purse* fundraiser.

Women of Tocqueville

Women of Tocqueville is a transformative group of committed business, civic and philanthropic women leaders dedicated to helping their neighbors in need and stabilizing families struggling to make ends meet. Membership is open to women/individuals who donate \$10,000 or more of which a minimum of \$5,000 is invested in United Way's Women of Tocqueville Fund.

COMMUNICATING THE IMPACT

UNITED WAY SPEAKERS

Work with your United Way Partnership Manager to engage a speaker to present at your kick-off or special events (virtual and bilingual options available). United Way Impact Speakers represent staff or volunteers of community-based agencies that benefit from designations to United Way. These individuals demonstrate the power of giving by sharing meaningful experiences that are a result of bringing donors, community partners and resources together.

DIGITAL CAMPAIGN COMMUNICATIONS

Visit the United Way Community Campaign Toolkit online for digital, customizable messaging that you can use during the campaign! The Toolkit features graphics, materials and more. In addition, share stories of impact by visiting our story hub.

CEO ENDORSEMENT

Utilize a customizable letter template to personalize a message from your CEO that encourages employee giving. This letter can be featured on a digital giving site, in an email or in other forms of company-wide communications. Connect with your United Way Partnership Manager to obtain this template.

Another way to encourage employee giving is by recording a video from your CEO. Similar to the letter, this option provides a warm, personalized touch to your workplace giving campaign.

UNITED WAY YEAR OF CARING

These volunteer projects help employees understand how their contributions are making a difference for local children, adults and families. Learn more at unitedwayinc.org/year-of-caring. Virtual opportunities available.

IMPROVE TEAM BUILDING

and help employees feel good about giving.



YEAR-ROUND OPPORTUNITIES

There are many opportunities to partner with United Way to engage employees throughout the year, such as:

- One-time and ongoing individual and group volunteer experiences (virtual or in-person)
- On-site or virtual facilitated group activity or volunteer event to raise awareness about local community conditions while making a difference
- Connect new employees with the community through United Way
- United Way membership groups are great opportunities to network and participate in meaningful professional development experiences
- Contact your United Way Partnership Manager for more information and visit unitedwayinc.org to stay connected

Together, we can **LIVE UNITED.**
Join us: **Give. Advocate. Volunteer.** unitedwayinc.org

