

UNITED WAY COMMUNITY CAMPAIGN COORDINATOR GUIDE



THANK YOU for stepping up to coordinate your workplace's United Way Community Campaign. For nearly 100 years, United Way has mobilized people and resources to close gaps and create opportunities. Together, we can respond to immediate needs and find long-term solutions to the issues affecting hardworking families the most. 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. Your support helps United Way today and strengthens our community for generations to come.

PLEASE CONTACT YOUR CORPORATE ENGAGEMENT MANAGER FOR A CUSTOMIZED PROPOSAL.

The United Way Community Campaign runs annually from July 1 to June 30.

COMMUNITY CAMPAIGN TOOLKIT

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



United Way of Central and
Northeastern Connecticut

CAMPAIGN COORDINATOR CHECKLIST FOR SUCCESS.

BEFORE THE CAMPAIGN.

- ☐ Meet with your United Way Corporate Engagement 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 Corporate Engagement Manager*
- ☐ Open the campaign early to your internal leadership teams to get a jumpstart on giving

DURING THE 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/
- ☐ 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 Corporate Engagement Manager (or arrange for pick-up)
- ☐ Connect with your United Way Corporate Engagement 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 services for the most basic of needs, such as food and shelter.

**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 three membership groups:

Emerging Leaders Society

ELS is not just another young professionals group. It is a chance to associate with other civic-minded rising stars, making a tangible, enduring impact in our region. Our members represent a new generation of leaders committed to making a difference in our community by leveraging the power of United Way to connect, serve and grow — both personally and professionally.

Women United

Women United is made up of a diverse, vibrant community, bound together by a powerful sense of belonging — to each other, to United Way's mission and to the communities we call home. We are a global, growing force of 70,000+ women dedicated to creating a world of opportunity for everyone. By joining Women United, you are helping financially empower local women and their families.

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 in Women of Tocqueville is exclusive to women who donate \$10,000 or more annually, of which a minimum of \$5,000 is invested in United Way to support programs and priority projects to improve the well-being of children and families in our community.



COMMUNICATING THE IMPACT.

UNITED WAY SPEAKERS.

Work with your United Way Corporate Engagement 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 Corporate Engagement 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.

IMPROVE TEAM BUILDING

and help employees feel good about giving.



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.


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 Corporate Engagement Manager for more information and visit unitedwayinc.org to stay connected

LIVE UNITED

JOIN US: GIVE. ADVOCATE. VOLUNTEER.

   
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