



**TRI-COUNTY
UNITED WAY**

CAMPAIGN COORDINATOR GUIDE

**Tri-County United Way's mission is to improve lives
by mobilizing the caring power of communities.**

Dear Campaign Coordinator,

THANK YOU for taking on the role of campaign coordinator! Your efforts will directly impact Tri-County communities every single day. This guide is intended to help you maximize your time and effort and give you the tools you need to lead a successful workplace campaign. Tri-County United Way staff are also available to help you access the tools and resources you need to be successful. Contact us at (715) 735-7785 or email office@tcunitedway.org.

STEP CAMPAIGN PREP

- Determine your campaign start and end dates. Short, intensive campaigns are best or about 1-2 weeks.
- Determine workplace pledge entry method. Digital pledge forms, paper pledge forms, or both. Please allow a minimum of 4 weeks for digital pledge form setup.
- Develop campaign goals, activities, and identify the resources you'll need to accomplish your goals.
- Meet with your CEO or Senior Manager to gain their support for the campaign. Be sure to discuss any corporate match or other incentives being offered as part of the campaign.
- Assemble a campaign team to help distribute campaign messaging across each department or division. A good ratio is one campaign team member per every 25 employees.
- Complete our Corporate Campaign Interest Form to get connected with support at Tri-County United Way. www.tcunitedway.org/campaign-toolkit
- Create campaign energy and awareness. About 2 weeks prior to kick-off begin publicizing your campaign through your workplace's preferred communication channels.

STEP 2

CAMPAIGN KICK-OFF

- Host a campaign kickoff to announce your campaign goals, corporate gifts or matches, giving incentives, and pledge deadlines.
- Start your online pledging or distribute paper forms to all employees.
- Communicate consistently throughout the campaign to keep engagement up.
- Run team challenges and additional fundraising activities to encourage participation.
- Track & report your progress! Share your photos on social media & tag Tri-County United Way!

STEP 3

CAMPAIGN WRAP-UP

- Total your pledges and follow up on outstanding pledges.
- Return paper pledges and any cash or check donations to Tri-County United Way.
- Announce your final campaign results.
- Thank every employee for their contribution to the campaign.
- Conduct a campaign debrief with your team and develop a summary for next year's campaign.