

Role as Campaign Coordinator

What happens during a workplace campaign?

During a workplace campaign, CEOs and campaign coordinators encourage employees to give to the United Way of Buffalo & Erie County. They motivate people to give by educating them about the needs in the community and asking them to participate in company activities.

What is my role as a Campaign Coordinator?

As a Campaign Coordinator, your role is to:

- Provide leadership and direction for the United Way employee campaign within your organization, and motivate others.
- Ensure that all employees are provided with information and solicitation materials and are given an opportunity to contribute.
- Help employees understand that their contribution directly affects their family members, friends, neighbors, co-workers, and other people in our community who rely on United Way funded programs and services.

Specific Duties:

- Become familiar with United Way – our mission, programs and key messages.
- Be a liaison between employees and your United Way contact in securing resources for the campaign.
- Recruit and train a team of employees, representative of all departments and levels within your organization, to help plan campaign events and other activities that will help your colleagues learn about United Way and motivate them to give.
- Plan components of your campaign to include education, promotion and solicitation of all employees.
- Establish participation and giving goals.
- Establish a campaign timeframe.

- Monitor the progress of your campaign, and communicate it to your colleagues.
- Keep United Way and top management of your organization informed of issues, plans and progress of the campaign.
- Submit your final campaign results to your United Way Account Executive as quickly as possible after the conclusion of your campaign.
- Celebrate your colleagues' generosity by letting them know your company's final campaign results.
- Thank your colleagues and committee for their involvement and support.

Who can help me run a successful campaign?

Your "Loaned Executive" will be your main contact during the busy campaign season from September to December. A Loaned Executive is a person who is either loaned by an organization or hired by United Way to work as a fundraiser and community spokesperson.

Account Executives are full-time UWBE staff members who are available year-round to assist with workplace campaigns.

Your United Way contact can help you develop a campaign plan, coordinate presentations at campaign events, ask for contributions and help complete all paperwork

Campaign Development Plan

Get Connected	Get top-level Management Support	Recruit a Team
<p>Attend or host a Campaign Coordinator training, a free session on how to run a successful campaign.</p> <p>Contact your United Way staff person to learn how we can assist you.</p>	<p>Talk to your company's leadership about developing a budget for the campaign.</p> <p>Ask top management to speak at and actively participate in all campaign events.</p>	<p>Recruit a campaign committee that includes representative from all departments, labor unions and retiree groups.</p> <p>Encourage your team to attend or host a Campaign Coordinator training.</p>

<p>Contact other companies in your industry that run campaigns, as questions and brainstorm ideas for successful and fun events.</p>	<p>Discuss implementing a program that matches a percentage of employee gifts.</p> <p>As your United Way staff contact about recognition for Leadership Giving (gifts of \$1,000+).</p>	<p>Invite your United Way staff contact to attend your campaign planning meetings.</p>
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<p>Develop a Campaign Plan</p>	<p>Make the Ask</p>	<p>Conduct a Thorough Campaign Wrap Up</p>
<p>Develop a timeline for your campaign.</p> <p>Set campaign goals.</p> <p>Choose strategies that are tailored to your company culture.</p> <p>Consider incentives that can increase participation.</p> <p>Assign responsibilities to your team members.</p>	<p>Make a personal gift to UWBEC and encourage your team to give a gift.</p> <p>Host a kickoff event, and invite all staff.</p> <p>Personally distribute pledge forms and donor brochures.</p> <p>Ask everyone to give to UWBEC.</p> <p>Explain how people can participate in campaign activities.</p> <p>Tell employees when the campaign ends and where they can return forms.</p> <p>Provide weekly updates to employees about the progress of your campaign.</p>	<p>Collect pledge forms and donations from employees.</p> <p>Schedule a wrap-up meeting with your Loaned Executive to complete all paperwork.</p> <p>Report final totals to your employees.</p> <p>Thank everyone.</p> <p>Congratulate yourself and your committee for their commitment to your campaigns success.</p>