

Campaign Coordinator Toolkit 2023

tackling poverty at its **roots**

Because one in three families is too many



Our Work

tackling poverty at its roots

1 in 3
HOUSEHOLDS
STRUGGLE WITH
POVERTY

*107,000 families in
Pierce County, many
who are hardworking
families with children,
struggle to make
ends meet.*

Together with you, United Way of Pierce County is committed to continuing our 102-year legacy of evolving and addressing the most critical issues facing our community. The caring power of our compassionate community is more crucial than ever—there is an urgency to our work as one in three households struggle to make ends meet.

Many are ALICE (Asset Limited, Income Constrained, Employed) families. Economic uncertainty is hurting all families, and is especially devastating to lower-income households who face multiple stressors.

We believe we can do more together than we can ever do alone. Join us in achieving our bold goal of lifting 15,000 households out of poverty and into self-sufficiency by 2028.

We can accomplish this by ensuring that families have access to programs that support services like Basic Needs, South Sound 211 and our seven locations of Center for Strong Families that help families get the resources they need to leave poverty for good.

We recognize and rely on community partnerships, initiatives, volunteers and advocacy that addresses challenges related to poverty to help our neighbors in need and have a community-wide impact. Growing Resilience in Tacoma (GRIT) is Tacoma's Guaranteed Income Initiative and serves as one example where we come together to reimagine how we address poverty in Pierce County. To learn more about our work and help tackle poverty at its roots, please visit uwpc.org.

Need to Know Facts

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OUR VISION

A just, equitable and inclusive Pierce County community where everyone has access to opportunities and the resources needed to thrive and achieve their highest potential.

OUR ROLE

By making an early investment in our children and their families, we are helping remove the barriers preventing them from breaking the cycle of poverty. Together we can create a thriving community.

YOUR ROLE

As an Employee Campaign Coordinator, you play a vital role in developing and executing your organization's workplace campaign and raising awareness about United Way's role in addressing the most challenging issues facing our community. Through your leadership you are making a difference in your community.

OUR GOALS

United Way of Pierce County will lift 15,000 households out of poverty by 2028 and into self-sufficiency, one family at a time in collaboration with community partnerships, initiatives, volunteers and advocacy work.

- We are building strong families by helping people face financial challenges head-on, with financial and career coaching as well as setting long-term goals.
- We want to meet the basic needs of families and individuals through investments in food, housing and other essentials.
- We are helping more people move out of crisis and into self-sufficiency through South Sound 211.

FOR MORE INFORMATION AND IDEAS, VISIT WWW.UWPC.ORG/CAMPAIGN-COORDINATOR-TOOLS



Six Tools to Success

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YOUR GUIDE TO A SUCCESSFUL CAMPAIGN

#1 Your Role Why You?

You were chosen to lead your organization's workplace campaign because...

You're an energetic force, particularly as:

- **A Leader** You set the tone of the team and the campaign. A United Way campaign can bring your entire organization together around the common goal of helping people right in our own community. You inspire others to make an impact in their community.
- **A Convener** You bring together the team that builds a successful campaign. It is more than just fundraising. Campaigns boost morale, build teamwork and promote positive values that enhance your corporate profile.
- **An Ambassador** You promote awareness and engagement throughout your company, ensuring that campaign VALUES and company GOALS align. You embrace your company's culture of philanthropy.

You may have volunteered, or you may have been "voluntold", but however you came to be a Campaign Coordinator, be assured that YOU make a positive, lasting difference in the community we all care about.

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#2 Secure Leadership Support

Here are some ways to involve your leadership team in making your campaign a success.

- Set a meeting designed to inspire and educate upper management and organizational leaders about United Way.
- Ask the appropriate person to invite those organizational leaders to make a leadership gift to kick-start the campaign.
- Ask leadership to attend and play a role in your kickoff and events.
- Ask leadership to sign notes & send emails, especially thank you messages.
- Ask appropriate person (e.g. Campaign Leadership, United Way staff or Board member) to invite your CEO to make a corporate contribution.
- Perhaps you can connect corporate giving and employee giving by creating a corporate challenge match for employee donations.

When you get high-level and leadership buy-in, it can drive a campaign's success by creating momentum.

When the CEO and senior managers are the first to give, others are more likely to follow their example.

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#3 Build a Team

Don't run your campaign alone. Diversity is important. Involve and recruit others who share your commitment. Give everyone a role, like marketing and events, campaign communication, payroll contact, leadership giving, etc.

*Set up regular committee meetings
and delegate responsibilities.
Celebrate every success!*

We are here to help!

Utilize the United
Way of Pierce County
staff as a resource.



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#4 Design Your Campaign

Do it your way. Every company culture is different. United Way campaigns are flexible and easily customizable. We'll help you tailor yours to match your organization's corporate goals, philanthropic focus or time and resources. Just ask your UWPC staff lead for ideas about how to use an array of resources such as community speakers, volunteer opportunities or virtual tours to showcase United Way's work.

- **Publicize** Raise awareness and inspire your co-workers.
- **Set a challenging, but attainable goal** Be clear and ambitious but realistic so your co-workers have an attainable goal to reach.
- **Plan a kickoff** that engages your entire organization.
- **Invite questions.** Be prepared for concerns by being knowledgeable about United Way's work.
- **Make giving personal and meaningful**
- **Make it relevant** Let your colleagues know how even \$10 per month can significantly change a story. Share one of our donor videos. Invite a colleague to share how they were helped by or why they give to United Way.
- **Campaign Giving Options** Ask your account representative about the different types of campaign giving options available to find the right fit for your campaign.
- **Create a competition** Create a contest between floors, departments or locations to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- **Create Specific Events That Inspire Action**
- **Hold a Virtual Game Night** Or hold another fun activity where employees can come together.
- **Engage & Volunteer** Ask about additional opportunities your company may want to take part in throughout the year, beyond workplace giving season.
- **Make your campaign fun and memorable!**

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#5 Promote Your Campaign

Communicate and publicize the campaign. Campaigns with great visibility encourage everyone to take part in them. Consider using email, intranet sites, personalized letters, pay stub inserts and United Way of Pierce County materials to promote your campaign. Go to uwpc.org/campaign-coordinator-tools to access our campaign suite of materials.

- Be enthusiastic, knowledgeable and excited about your campaign.
- Announce campaign progress at staff meetings and in internal communications.
- Be visible. Get on the agenda for scheduled organization-wide events, department meetings or other company gatherings.
- Schedule face to face meetings with key influencers in your organization. Personal contact and a positive attitude are critical to your campaign team's success.
- For custom material templates, consult with your United Way representative for options and ideas.
- Show videos.
- Post photos, stories, etc. on your company's intranet and social media
- Craft emails for each phase of the campaign and schedule release dates. Contact your UWPC representative for details.
- Ask. Not being asked is one of the top reasons for not giving. Ask co-workers you know first, then enlist them to spread the news.

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#6 Say Thank You

An expression of “thanks” helps us stick together and LIVE UNITED! Ensure your staff has a positive experience; a simple thank you shows gratitude and builds loyalty. Some ways to say thank you... ***you can't thank them enough!***

- Recognize everyone's contributions to the campaign, not just their donations.
- Say “thank you” when you pick up pledge cards (electronic campaigns will automatically generate acknowledgments) and send out thank you emails.
- Draft a thank you message for your CEO to send to all campaign participants. Whether it's an email, intranet announcement or personal letter, the CEO's support can be key to success.
- Send notes of appreciation. Your UWPC representative can provide you with LIVE UNITED ideas.
- Hold a thank you event. It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities. This can be done virtually, in-person or both.

***Whether your campaign is virtual, in-person or both, we are here to help!
Utilize the United Way of Pierce County staff as a resource to support your success.***

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