Our Goals

By 2028, United Way of Pierce County will, in collaboration with community agencies, lift 15,000 households out of poverty, one family at a time.

- 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 want to help more people through South Sound 211 to move individuals out of crisis and into self-sufficiency.

Our Role  How We Will Achieve It

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

Your Role  We Can’t Do It Alone

United Way of Pierce County brings people together to make a real difference in the issues the community cares about. We believe that change happens when communities work together. Because great things happen when we LIVE UNITED.
Six Tools to Success
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 YOU make a positive, lasting difference in the community we all care about.
#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 yous.
- Ask appropriate person (e.g. Campaign Leadership, United Way staff or Board member) to invite your CEO to make corporate contribution.
- Perhaps you can connect corporate giving to employee giving by creating a corporate challenge match for employee donation.

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.
#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.
#4 Design Your Campaign

Do it your way. Every company culture is different. United Way campaigns are flexible and easily customized. 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.

- Engage
- 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 United Way helped them or why they give to United Way.
- Set a challenging, but attainable goal Be clear and ambitious but realistic so your co-workers have an attainable goal to reach.

- Create specific events that inspire action
- Volunteer
- Create a competition Whether it’s between floors, departments, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- Hold a Virtual Game Night Or another fun activity where employees can come together and keeps everyone safe in this new world.
- Plan a kickoff that engages your whole organization.
- Make your campaign fun and memorable!

For more information and ideas, visit www.uwpc.org/coordinator-tools
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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 www.uwpc.org/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.
• Utilize custom material templates from our toolkit by dropping in your photos and logo.
• 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. (templates online)
• 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 there to help! Please utilize the United Way of Pierce County staff as a resource to support your success.