United Way of Pierce County
Coordinator Handbook
Instructions for building a successful campaign
Dear Campaign Coordinator,

Welcome!

As a Campaign Coordinator, you’re at the nexus of possibility. You’re our champion, and you’re also the voice of the community—advocating within your organization for that person who gets up every morning and wants better for their family. You are the change agent who inspires your colleagues to invest in a better future for our community, especially our children.

I believe we are going to make change happen in our community, but we are not going to do it alone. By partnering with individuals and organizations we will make change happen. Change starts here.

We refuse to let our children fail. By supporting children and their families right from the start, we know we can positively affect the trajectory of their path through life. We’re focused on achieving critical milestones while simultaneously driving measurable system-wide change. We know there are barriers and challenges facing us, but here’s the good news: our children will succeed. We’re grateful that we can count you in.

Here’s to a great Campaign! Thank you for LIVING UNITED.

Dona Ponepinto
President & CEO
United Way of Pierce County
Why United Way?

It’s About Change, Not Charity
We are doing something unique and important to create lasting change around pressing social problems. We share a common vision for the common good.

Holistic Approach
United Way is looking at the big picture. No other organization is better positioned to mobilize human service agencies, businesses, community organizations, government, volunteers and private foundations around long-term solutions. In the words of one donor, “Thank goodness someone is focusing on more than Band-Aid solutions!”

Emphasis on the Common Good
We bring people together to solve problems that affect us all. We’re in this together. We’re in a unique position to help, and together, we’re more powerful than any single person or organization.

Focus on Solutions
United Way of Pierce County is focused on results, not just problems. Together, we can do more than any of us can do alone.

Strong Relationships
United Way’s relationships with business, government, nonprofits, unions, talented volunteers and generous donors put us in a unique position to bring people together to create innovative solutions to our community’s toughest problems. Your gift has more impact.
What do I need to know about United Way of Pierce County?

What We Stand For:
We believe nothing should stand in the way of people having a good life.

Our Goals:
By 2028, United Way of Pierce County will, in collaboration with community partners, 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 2-1-1 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.

Change starts here. Can we count you in?

Find out more about United Way of Pierce County at:
- facebook.com/unitedwayofpiercecounty
- twitter.com/uwpc
- unitedwayofpiercecounty.blogspot.com
- flickr.com/photos/uwpc_liveunited
- youtube.com/unitedwayofpierceco

Learn more about how to LIVE UNITED at uwpc.org
Learn about volunteer opportunities at volunteerpiercecounty.org
# Six Tools to a Successful Campaign

## #1 Your Role

**WHY YOU?**
You were chosen to lead your organization’s workplace campaign because…

You are an energetic force:

**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. More than fundraising. Campaigns boost morale, build teamwork and promote positive values that enhance your corporate profile. You’re a trusted coworker.

**An Ambassador**
You promote awareness and engagement throughout your company, ensuring that campaign GOALS and company values 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.

THANK YOU, and please know we are always here to help. Utilize the United Way of Pierce County staff and your Campaign Executive as a resource. We’re here to help you be successful.

## #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 (e.g. Campaign Leadership, United Way staff or Board member) 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 and 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 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.
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!

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#4 Design Your Campaign Plan

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 corporate goals, philanthropic focus or time and resources. Just ask your Campaign Executive (CE) for ideas about how to use an array of resources such as community speakers, volunteer opportunities, or 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 and positively change a story.

  Share one of our Stories of Hope www.uwpc.org/stories.
  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 departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.

Have a taco bar, hold a chili cook off or plan other fun activities where employees can come together.

Plan a Kick-off that engages your whole organization.

Make your campaign fun and memorable! Go to www.uwpc.org/coordinator-tools for ideas.
Determine your timeline

The most effective campaigns are short and goal-oriented. Plan a one to two week campaign. Set specific start and end dates and inform your coworkers.

Starting a campaign with a clear kickoff and wrapping up with a flourish, creates a clear sense of achievement.

Kick-off strong and create incentives. A fun, inclusive launch event sets the tone for the campaign. This is a great time to announce incentives, contests or drawings. At one company, letting donors who contributed $1,000 or more win a day off increased leadership giving by 61 percent!

**Campaign Start Date______________________**

**Kickoff______________________________**

Date: _________ Time: ______________

Time it right. Choose a campaign kick-off time when you know your fellow employees and leadership will be most engaged. Keep holidays and your organization’s seasonal busy periods in mind.

**Location: _________________________**

**Theme: ____________________________**

Remember to have someone take photos.

Don’t forget to let your United Way representative know the date so we can come help you with this event!

Hand out pledge forms or provide on-line giving instructions.

**Mid-Campaign Communications____________________**

**Wrap Up________________________________**

**Thank You____________________________**
#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 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.

Post on your company’s intranet and social media...photos, stories, etc.

Craft emails for each phase of the campaign and schedule release dates. (See templates online)

Show videos.

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.
#6 Recognize/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 acknowledgements) and send out thank you emails.
- Send notes of appreciation. Your Campaign Executive can provide you with some “LIVE UNITED” ideas.
- Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it’s an email, intranet announcement or personal letter, the CEO’s support can be key to success.
- 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.

Thank them again and again. These actions are a big part of making your current campaign a success – and setting the stage for next year’s campaign.
THANK YOU to the following businesses for their extraordinary support of our work to LIFT 15,000 HOUSEHOLDS OUT OF POVERTY, ONE FAMILY AT A TIME. Through quality workplace campaigns, community service, in-kind support and sponsorship, these businesses are leading the fight to end poverty and invest in our community.

2017 PREMIER PARTNERS

UWPC.org UNITED WE FIGHT