



CAMPAIGN COORDINATOR GUIDE



Spokane County United Way

UnitedWaySpokane.org SEPT 20

BEFORE THE CAMPAIGN:

Attend the United Way Campaign Coordinator Training or watch the recording.

Schedule a Zoom meeting with your United Way contact.

Secure CEO/senior management support.

Assemble a campaign team to help distribute campaign messaging across each department or team.

Review the previous campaign's performance, opportunities and challenges.

Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up.

Determine your participation goal, monetary goal and incentives.

Send a campaign kickoff letter from your CEO endorsing the campaign.

Promote the campaign and distribute your calendar of events.

DURING THE CAMPAIGN:

Set up a company-wide virtual meeting or two! United Way speakers are available to join your virtual kickoff to talk about the impact of gifts made to Spokane County United Way. Follow up with employees who were unable to attend.

Keep the campaign alive by sharing success stories, community facts and photos via your company intranet or email.

Conduct special events, lunch and learn sessions and other activities.

Monitor your progress towards your goal.

Send photos to United Way for placement on our website and social media.

Post campaign photos on your corporate social media networks.

Send reminders about campaign events, incentives and deadlines.

AFTER THE CAMPAIGN:

Calculate the results, review results with your committee members and prepare final report for your United Way contact.

Send copy of payroll deduction forms to your payroll departments.

Follow up on any corporate contribution or employee match.

Celebrate your results!

Thank all donors with a celebration event, letter or email from your CEO.

Thank your campaign team.

Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.

Pat yourself on the back for a job well done!



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Spokane County United Way

GET SOCIAL



BEFORE THE CAMPAIGN:

Feel daring? Share your goal on social media and record your progress publicly! Otherwise, keeping track and showcasing your goal on newsletters and internal communications is a great way to drive engagement.

Follow us on these channels:

Facebook: [@Spokane County United Way](#)

Twitter: [@SpokaneUnitedWay](#)

YouTube: [United Way Spokane's Channel](#)

LinkedIn: [Spokane County United Way](#)

Instagram: [spokaneunitedway](#)

Let the community know you are supporting them by running a United Way campaign. Don't forget to tag #liveunitedspokane and #volunteerspokane



DURING THE CAMPAIGN:

We will be sharing stories constantly throughout the campaign season. Feel free to check in on our social channels for some inspo!

Celebrate your successes on your social accounts and ask your neighboring businesses who are running campaigns to share their wins!

Have a United Way partner agency that is near and dear to your heart? Follow them on social media, and ask others to follow suit!

AFTER THE CAMPAIGN:

Share your results on social media!

If they agree, give a shout out on social to the individuals that were able to contribute at a leadership level, or that joined a donor network this campaign!

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BEST PRACTICES

KICKOFF:

Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to Spokane county United Way.

USE AVAILABLE RESOURCES:

The Workplace Campaign toolkit is available online at unitedwayspokane.org/campaign-coordinator-tools. This toolkit includes sample email messaging, video links, pdfs of collateral materials and more.

Your United Way contact can guide you through all steps of running a digital campaign as well as help you goal set, train your team and more.

Need something that is not available in the online toolkit? Ask your United Way contact!

COMMUNICATIONS:

Consolidate and coordinate outgoing communications to avoid overwhelming employees.

Promote any corporate match, corporate gifts or other incentives to increase contributions.

Have your Campaign Committee make individual asks of their team. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. People give to people.

INCENTIVES:

Popular prizes include a day off with pay, rewards or raffles for unique experiences. Consider using their completed pledge forms as entrance into a raffle. Consider offering additional entries for new, increased, returning and leadership givers. Popular prizes include:

Casual Day (Jeans Day)	Company Logo Items	Leave Early Pass
Extra Lunch Time	Select Parking Lunch	Time off with Pay
Gift Certificates		

EVENTS:

Encourage employees to participate in virtual volunteer opportunities on their own or as a company. To view current volunteer opportunities, ask your United Way contact for a Volunteer Menu or visit www.volunteerspokane.org.

Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO or have a virtual day of impact.

If possible, consider having in person events once the campaign is launched to promote donation options and have a little fun.

Popular events include dress-down days, potluck lunches, silent auctions and bake sales. Your United Way contact can provide you with messaging and talking points for these events.

FOR AN EXTRA BOOST!

Involve retirees through your Retiree Program • Include information in New Hire Orientations • Group Presentations • Impact Days • Days of Doing Events Leadership Events • Loyal Contributors • Provide opportunities to volunteer

GIVING SOCIETIES:

When asking for donations, remember that United Way Giving Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following giving societies and take part in meaningful, year-round events, volunteer opportunities and engagement.

Tocqueville Society (\$10,000+)

Leadership Circle (\$1,000+)

Emerging Leaders Tier 1 \$1,000 with 10 hours of volunteer time annually

Tier 2 \$500 with 25 hours of volunteer time annually

Tier 3 \$250 with 50 hours of volunteer time annually

RECOGNITION AND THANKS:

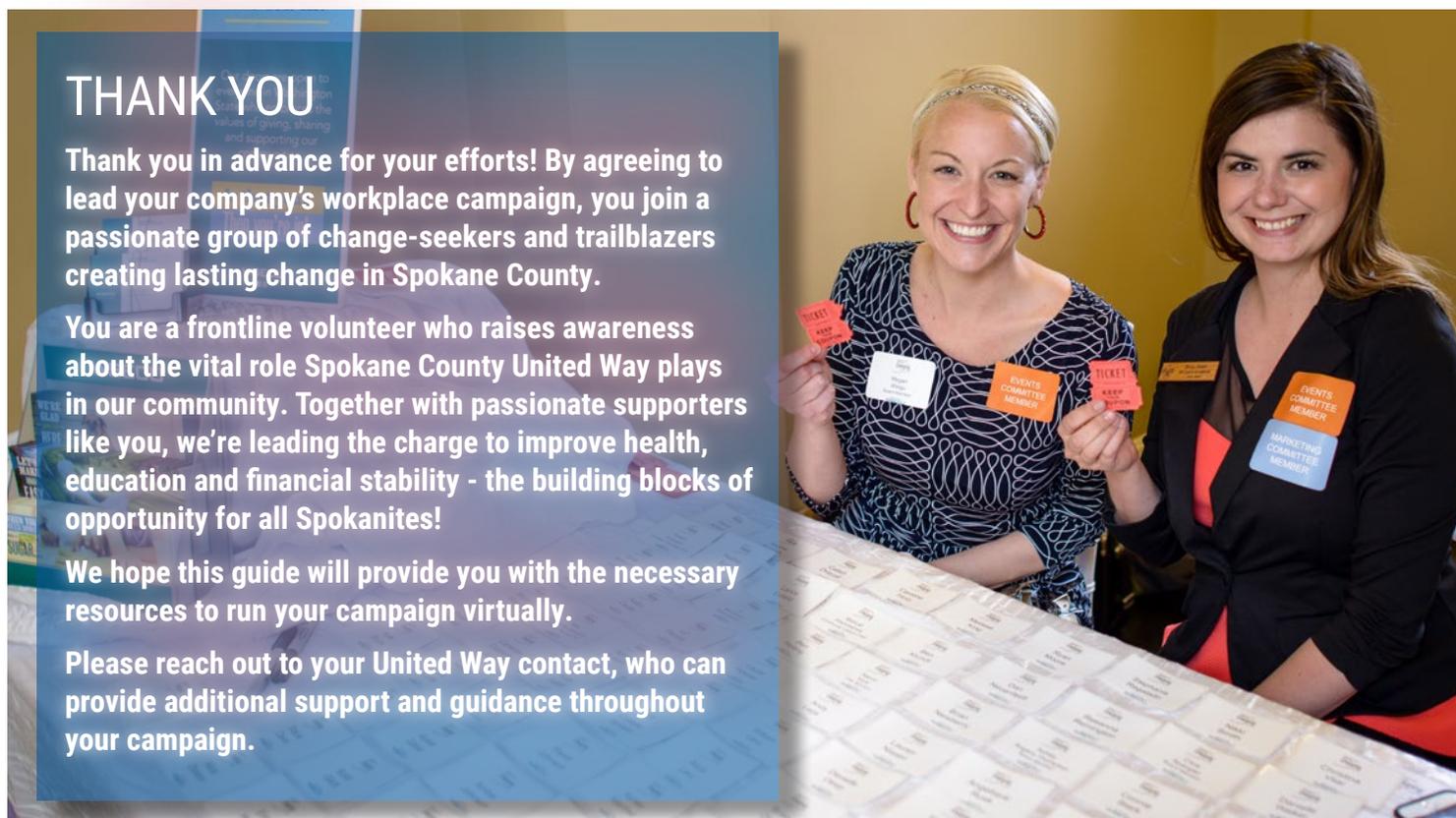
Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator or other team members.

Send personal thank you notes to each of your campaign committee members.

Highlight givers of a certain level on a team call or monthly e-newsletter.

If possible, host an event for donors who give at a certain level.

Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.



THANK YOU

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in Spokane County.

You are a frontline volunteer who raises awareness about the vital role Spokane County United Way plays in our community. Together with passionate supporters like you, we're leading the charge to improve health, education and financial stability - the building blocks of opportunity for all Spokanites!

We hope this guide will provide you with the necessary resources to run your campaign virtually.

Please reach out to your United Way contact, who can provide additional support and guidance throughout your campaign.

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