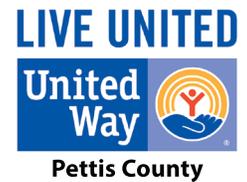


UNITED WAY CAMPAIGN CHAMPION



WHAT IS A CAMPAIGN COORDINATOR?

An employee whose goal is to enable their coworkers to help create a stronger community by planning, organizing, and coordinating a successful United Way Campaign within their company. They are a CHAMPION — a person who fights for or defends any person or cause.

NO COST OR LOW COST INCENTIVES

- Prime parking spaces
- Jeans day passes
- Company SWAG and gear
- Donuts and coffee
- Pizza party/Free lunch
- Boss does your job for half day

OTHER ATTRACTIVE INCENTIVES

- Tickets to movies/sports/concerts
- Airline tickets
- Trendy electronics
- Restaurant gift certificates
- Hotel/Resort weekend getaway
- Gift basket
- Gym membership

WHERE DO I GET INCENTIVES?

- Ask your vendors
- Trade with other UWPC supporters
- Unused credit card rewards
- Use a portion of your corporate gift to purchase items.
- *If you can swing it, the best incentive you can offer is extra paid time off. Vacation Days, "Sleep In" Passes, Leave Work Early Passes.*

CAMPAIGN COORDINATOR CHECKLIST

PRIOR TO THE CAMPAIGN

- Meet with UWPC team member to develop campaign goals & strategies
- Meet with your CEO to
 - Confirm dates, incentives
 - Support recruitment of Workplace Campaign Committee
 - Attend Kickoff Meeting
 - Determine amount of matching/corporate gift
- Invite UWPC guest speakers
- Create your campaign committee
- Organize special events and incentives
- Establish a campaign goal with at least a 10% increase!
- Establish a campaign timetable of 1–2 weeks
- Publicize campaign using materials that can be found in the "Campaign Tool-Kit" at:
<http://www.spcuw.org/campaign-toolkit>.

DURING THE CAMPAIGN

- Kickoff Campaign
- Host employee meeting with CEO and United Way
- Follow up with employees unable to attend
- Ensure each employee receives materials and has the opportunity to give
- Send follow-up emails every few days to keep up the enthusiasm and build awareness
- Share campaign photo and news with UWPC (We will brag about you and your company online through social media)
Send to staci.harrison@spcuw.org
- Gather pledge forms. Follow up with those who did not turn in pledge forms
- Tabulate results and submit campaign report, pledge forms and envelope to United Way
- Thank all contributors with a celebration event, letter, email, gift, etc.

CELEBRATE YOUR SUCCESS!

FOR MORE INFORMATION contact Staci Harrison at staci.harrison@spcuw.org or 660.826.2980