



United Way of Pasco County

COMMUNITY CAMPAIGN

CAMPAIGN COORDINATOR GUIDE

STEPS TO A SUCCESSFUL CAMPAIGN

Step 1 : Create Energy and awareness

- Begin publicizing your campaign

Step 2: Kickoff!

- Host your company wide campaign kickoff event.
- Present information about United Way to all employees in presentations and staff meetings.
- Distribute pledge forms to all employees to answer questions.
- Continue building awareness and growing enthusiasm.
- Thank you CEO for his/ her support.
- Thank every employee for participating in the campaign.

Step 3: Campaign Wrap-Up

- Collect all pledge forms. Tally up the results and note them on the cover of the envelope. Place all the forms in the envelope and return envelope to United Way Pasco office. The envelope can either be mailed, dropped off or pick up.
- Ask your campaign team to follow up with colleagues who may not have returned their forms. Collecting forms from every individual, regardless of if they gave or not, will confirm that every employee had the opportunity to give.
- Announce your final campaign results.
- Thank every employee for their contribution, again. Ex) verbal recognition, letter, email, small gift, celebration event, etc..
- Conduct a campaign debrief with your team and United Way Campaign Team. Develop a written summary for next year's campaign.

EVENTS AND INCENTIVES

Campaign- focused event and incentives can be the key to generating enthusiasm and interest among employees. Here are some fun ways to increase participation and dollars raised.

Event Suggestions and Ideas

Food Brings People Together

Whether you cookout or cook off, your initial campaign meeting need to grab your employees attention and encourage them to attend.

IDEA: Make a fundraiser! Host a cook off contest by asking your co-workers to bring in their favorite recipe. For a small fee employees can fill their plate and vote for favorite dish. Bragging rights all around for the winning recipe. Or have a back sale among employees.

Healthy Competition

A little competition can bring out the best in your co-workers and United Way Campaign.

IDEA: Make it a fundraiser- with Office Olympics! Set up games like paper clip jump rope, office chair races or trash can basketball. Allow teams to “buy” head stars and other advantages, all benefiting your campaign.

Incentives

Reward those who participate on the campaign. Consider incentives for employees who:

- Make their pledges (portal or paper) on the first day, or during the kickoff event.
- Give generously at the leadership level (\$1,000 or more)
- Donate for the first time
- Increase their previous year’s donation

Incentive ideas: casual dress day, VIP parking spaces, PTO days (half or full), hats/shirts/ other company apparel, one week of coffee delivery by the CEO, raffle baskets, awards, gift certificates to community vendors, event admission passes.

*To help off-set any cost, try collecting donations from local businesses/ individuals.

CONTACT US

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