

Campaign Coordinator Tip Sheet

A Guide and Helpful Hints to Run an Effective Campaign



One person can
change one life



Dear Campaign Coordinator,

Thank you for giving of your time, energy and passion to take on the very important role of Campaign Coordinator for your company!

You know your company and your employees know you, so feel free to customize your campaign how it will best work for you and your organization. We are here to support you to lead a successful campaign so contact us for anything you need.

Thank You for demonstrating what it means to LIVE UNITED!

8 Tips for a Successful and Easy Campaign

- **Recruit help** – make the campaign easier, and more fun, by getting others to help you.
- **Set a goal** – it's hard to measure success without a goal, so take the time to talk to your United Way Representative and campaign team about reasonable campaign outcomes.
- **Set a timeframe** – in order to track accurate results (and for your own sanity), put a strict start and end date on the campaign.
- **Consider offering incentives** – donors love to give, but they love giving even more when they get a little something in return. Talk to management and your United Way Representative about incentive options.
- **Communicate early and often** - let employees know what your goals are, and how close you are to meeting them, throughout the campaign.
- **Have fun with it** - if you are not having fun coordinating the campaign, get in touch with your United Way Representative to re-evaluate. It shouldn't feel like another job.
- **Believe in the cause** – if you are passionate about the LIVE UNITED message, people will join you in changing your community for the better.
- **Work closely with your United Way contact** – your United Way Representative is there to help you... don't hesitate to ask questions!

Sample Campaign Timeline

4 Weeks Before Campaign

- Meet with your United Way Representative.
- Talk with the previous Campaign Coordinator to get best practices.
- Meet with your CEO and management for support.
- Recruit your campaign team.

3 Weeks Before Campaign

- Set campaign goals & objectives.
- Set campaign dates/times.
- Schedule your United Way Representative to give employee presentation(s).
- Plan special campaign events like potlucks, contests, internal fundraisers, etc. (Check out the FUNraising ideas on the United Way website.)

1 Week Before Campaign

- Gather campaign materials for all employees.
- Begin promoting the campaign.

During Campaign

- Have the campaign presentation and distribute campaign materials.
- Talk about the campaign and answer employee questions.
- Check in with employees regularly.
- Communicate campaign goals and ongoing results with enthusiasm and pride!

1-2 Weeks Following Campaign

- Report campaign results to United Way.
- Report results internally to management and staff.
- Thank management and employees for their support and giving.
- Consider starting a year-round program to let new hires know about United Way.

Additional Help and Resources

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