



2023-24

Campaign Coordinator **GUIDE**

A Campaign Coordinator is a volunteer leader, or Ambassador, for UWVP and our community in their workplace. A Coordinator encourages and facilitates giving, volunteerism, and kindness among their peers.

HOW TO RUN A

Workplace Campaign

01

Before You Get Started

- I fully understand what United Way does and how my donation helps my community.

02

Planning Stage (6 Weeks Out)

- Schedule a meeting with UW Rep
- Establish Ways to Give
 - Paper Pledging E-Pledge Form Both (Recommended)
- Set Campaign Dates
 - ≤ 100 employees: 2-3 weeks | 100-1000 employees: 4 weeks | 1000+ employees: 5 weeks
- Get on CEO's calendar for important campaign dates
- Establish Company's Goals
 - \$ _____
 - Participation: _____
- If applicable, recruit department coordinators and provide contact information to UW contact.

03

Gearing Up (4 Weeks Out)

- Establish Activity Dates and Schedule UW and Agency Speakers
 - Kickoff: _____ Speaker Time: _____
 - Event: _____ Speaker Time: _____
 - Event: _____ Speaker Time: _____

04

Getting Pumped (2 Weeks Out)

- Send communication about upcoming campaign and activities/kickoff from CEO
- Rally email (get people excited)
- Put up campaign posters in the office

05

Run Campaign

- Kickoff
 - Distribute pledge forms
- Half Way Mark
 - Send Updates on goal, that there is still time to give
- Final
 - Remind everyone to turn in their pledge forms, thank them for their hard work

06

Post Campaign

- Fill Out Report Envelope
 - **Please Fill Out Payroll Coordinator Information****
- Submit results to your UW rep
- Thank your participants and provide results to staff!

On behalf of all those who will be helped because of your service to our community, **THANK YOU** for being a Campaign Coordinator!!
This Campaign would not be possible without you!



FUNDRAISER

Ideas

100% of your gift goes to support our community in creating Pathways Out of Poverty.

****Staff Use Only****

Company: _____

of Employees: _____

Speaker: _____

Date(s): _____

Duration: _____

RAFFLES:

- ★ Department Gift Baskets
- ★ Pieing the CEO
- ★ Reserved Parking Space
- ★ Sleep in Pass

PAY TO PLAY:

- ★ Dress down/Jeans Day
- ★ Photo Contest (cutest pet, best lawn)
- ★ Door/Cubicle Decorating Contest
- ★ Send Kindness Gram (a note with treat/flower/balloon)
- ★ Penny Wars

VIRTUAL/HANDS OFF:

- ★ Lunch & Learn
- ★ Auction
- ★ Video Game Competition

OVERALL WINNER PRIZES:

- ★ Department pizza party
- ★ Movie Night

UWVP Materials Request

- Paper Materials
 - Brochures
 - Flyers
 - CAN Cards
- Online Materials
 - Brochures
 - Flyers
 - Presentation
 - Email Templates
 - Videos
 - Posters
- Engagement Tools
 - Poverty Simulator
 - Impact/Giving Stories

MATERIALS — & — ENGAGEMENT TOOLS

- | | |
|-------------------------|-----------------------------|
| Brochures | Presentation |
| Posters | Email Templates |
| Flyers | Videos |
| Additional Pledge Forms | Poverty Simulator |
| UWVP Speakers | Community Stories |
| Partner Agency Speakers | Additional Fundraiser Ideas |
| Information Table | CAN Cards |
| Posters | |

Materials Drop off Date:



Why United Way?

United Way finds new solutions to old problems by bringing in a unique partnership. We foster cross-sector communication while funding and supporting local direct-service nonprofits across the Virginia Peninsula.

This decreases competition and the duplication of services in our nonprofit community because no one can do this necessary work alone.

How else can I contribute to my workplace campaign?

There are multiple ways to engage and volunteer with United Way, such as joining one of our affinity groups or participating in our annual **Day of Caring**. Many opportunities to volunteer are posted on **Volunteer Peninsula**, our online platform that simplifies the process of finding and signing up for volunteer opportunities across the Peninsula. Your volunteer hours are considered part of your workplace campaign, recognizing your time as a valuable contribution. Find out more at www.uwvp.org/volunteer.

If I stop working, what happens to my pledge?

Should you stop working, your payroll deduction pledge stops too. If your employment changes, please contact United Way at (757) 229-2222 to continue your gift. Donations outside of the workplace can be made anytime at www.uwvp.org/give.

What is the Kindness Card?

The Kindness Card contains year-round discounts from local businesses whose owners believe that when you **Give Kindness**, you **Get Kindness**. By donating **\$150 or more** to United Way of the Virginia Peninsula, you will receive a Kindness Card. For our current list of participating businesses, visit: www.uwvp.org/kindnesscard

QUESTIONS OR CONCERNS

Contact Your United Way Representative:

Connect with us on our social media:

