

RUNNING A WORKPLACE CAMPAIGN



As the **Employee Campaign Coordinator (ECC)** for your organization, you, and the team of co-workers you assemble, are essential to the success of your **Annual United Way Campaign**. We could not provide the funds to support our Partner Agencies and critical programming without you.

Whether this is your first time as an Employee Campaign Coordinator or you're a seasoned pro, we hope this guide will help you conduct a successful campaign from start to finish!

On behalf of United Way of Clark, Champaign, and Madison Counties, we thank you for coordinating your workplace campaign!

STEPS TO SUCCESS

Involve your CEO: Securing top level support makes your campaign more successful. Meet with your CEO to discuss goals and strategies, secure their endorsement, get approval for incentives and confirm a corporate match or a corporate gift from company.

Leverage Incentives: Employee prizes and incentives are a thoughtful way to reward employees for participating. NO prize is too small. Vacation days, jeans days, VIP parking, and gift cards are great incentives.

Share the story: Educate employees by inviting a speaker to share a story about the positive impact donor dollars have on our community. Contact United Way to schedule a speaker.

Ask for the pledge: Encourage new donors to make a first-time gift. Thank returning donors for their past support and invite them to increase their pledge. Increasing their annual gift by 10% can make an even greater impact in the community.

Club 52: Encourage your employees to join the club by donating (just one dollar a week). In return for their donation, they will receive exclusive, members-only offers and discounts from local businesses in the three-county area.

Say Thank You: Regardless of what the donor decides, thank them for their time and consideration.

KEY MESSAGING

- United Way of Clark, Champaign, and Madison Counties invests your donations in programs that improve access to education, financial stability, and health opportunities for individuals in our communities.
- Every dollar you contribute stays local, with decisions made by your neighbors. An **Impact Committee**, composed of residents from the area, oversees how resources are used to directly address local needs. Through research and evaluation, this committee ensures your contributions have the greatest impact.
- In addition to funding over **44** local programs, United Way manages community initiatives to fill gaps and address community needs.
- More than **78,500** people received help through United Way of Clark, Champaign, and Madison Counties last year.