

EMPLOYEE CAMPAIGN COORDINATOR ROLE

Every day people just like you are impacting the lives of those in need. The strength of our community is our people and our willingness to reach out and connect with each other. As an employee campaign coordinator (ECC), you will be advocating on behalf of United Way to the community and your coworkers by asking them to give generously to this year's campaign. Believe it or not, one of the main reasons that people don't give to United Way is they have never been asked! Asking for support can be difficult, but it is very important. Thank you for lending your voice to remind others that we all play an important role in creating lasting change.

ECC Responsibilities:

1. Work with your United Way representative to plan and carry out employee campaigns for each area within your organization.
2. Analyze your organization's past campaign performance and establish a fundraising goal and strategy for each area.
3. Help facilitate the communication of the United Way message to potential donors, both individually and in large group settings.
4. Provide regular updates to the United Way team regarding progress and outcome of each of your organization's teams. Assist United Way to ensure records are accurate.
5. Have fun! Excite, motivate, and thank your employee donors in fun and engaging ways.
6. Use your United Way representative! We work for you!



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Thank you for creating a United Way campaign tailored to your organization.

Before the campaign:

- Meet with your United Way representative to review last year's campaign. Determine which elements worked and what you would like to do differently.
- Decide how you will use the 2016 campaign materials located at www.unitedwayncfl.org/campaigntoolkit.
- Determine your campaign goal, a participation goal and the tools you'll use to track each.
- Determine a time frame for your campaign. A two week campaign works best for most organizations.
- Encourage your organization to make a corporate donation in addition to the employee campaign and/or an employee match.
- Visit our online campaign toolkit at www.unitedwayncfl.org/campaign-toolkit for a host of ready-to-use communication tools.
- **Contact Dana Clayton at dclayton@unitedwayncfl.org or 352-333-0846 for answers to your questions, to request a United Way speaker, request extra campaign supplies or even to ask for advice.**

During the campaign:

- Have your campaign kick-off event and invite your UWNCFE representative. Be creative and fun with your kick-off event! Challenges, group rewards and drawings can be fun and motivational.
- Include United Way impact statements, statistics and stories in your company's newsletter and other corporate communications.
- Display a campaign thermometer as a visual reminder to your employees of their progress.
- Involve your senior team or leadership. Ask them to host a leadership event.
- Schedule a second meeting for those who have not yet turned in their pledge or were absent from the kick-off event. Consider using a meeting that is recurring or already scheduled, such as a staff meeting.

After the campaign:

- Promptly complete the final report envelope and request a pick up from UWNCFE.
- Announce and celebrate your campaign results to your entire organization.
- Evaluate your company's campaign strengths and weaknesses and note any recommendations for next year's employee campaign coordinator.
- Thank all of your volunteers and donors.

*****Sending a thank you note may be the most important thing you do*****

Your United Way staff THANKS YOU!

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