

WELCOME TO THE MONADNOCK UNITED WAY CAMPAIGN TEAM!

Your role as an Employee Campaign Coordinator is to encourage your co-workers to participate in creating a stronger community by planning, organizing, and conducting a successful campaign within your workplace!

AT **MONADNOCK UNITED WAY**, WE FIGHT FOR **CHILDREN, EDUCATION, AND FINANCIAL STABILITY** IN **EVERY COMMUNITY** THROUGHOUT OUR REGION.



FOUNDATIONAL BASIC NEEDS

GIVE. ADVOCATE. VOLUNTEER.



Monadnock United Way
23 Center Street
Keene, NH 03431-3399
603-352-4209
muw.org



For more information, go to muw.org.

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We are more than the fundraisers.

We are the hand-raisers.
The game-changers.

The stop talking, start doing,
band together and take on the
impossible task masters!



**MONADNOCK UNITED WAY
EMPLOYEE CAMPAIGN
COORDINATOR GUIDE**

LIVE UNITED



YOUR ROLE AS EMPLOYEE CAMPAIGN

COORDINATOR (ECC):

Plan, organize and conduct a successful campaign within your workplace!

CAMPAIGN TEAM

“The more the merrier!” Recruit a team of employees that represents *all* segments of your organization to help with your campaign.

LOANED EMPLOYEE (LE)

Be sure to invite your *Loaned Employee* (LE) to join your campaign team. LEs are specially trained volunteers whose role represents an extension of the Monadnock United Way staff during the campaign. They are ready to assist in planning, conducting and monitoring employee campaigns like yours.

CAMPAIGN TIME FRAME

Keep it short and simple. The length of your campaign should be determined by the size of your workforce and how easy it is to successfully communicate with everyone and invite them to make a gift.

COMPANY CAMPAIGN GOALS

Analyze your past campaign results, employee giving trends and levels of participation to project your campaign goal. To make the goal work as an incentive, publicize your company goal and post progress reports throughout your campaign!

Enthusiasm increases when you have a group that promotes the advantages of investing in Monadnock United Way. Have your campaign team brainstorm for creative ideas, incentives, and competitions.

- **Set a challenging goal**—i.e. an increase over last year’s total dollars raised or employee participation rate
- **Set departmental or other team goals** to promote friendly competition
- **Set a separate goal/incentive for first time contributors and/or increased giving** to encourage increased participation

CAMPAIGN PROMOTION & INCENTIVE IDEAS

MAKE IT AN EVENT

Think of things that your employees would find engaging and rewarding and incorporate this fun into your campaign!

- An ice cream social, a picnic, car wash, chicken barbecue
- Conduct an “ugliest tie” or “ugliest sweater” contest
- “Come in late” or “leave work early” passes

TAKE A CHANCE ON RAFFLES

A month in the best company parking space, a special gift basket, or a day off with pay!

GIVE-A-WAYS:

Make it something special for your employees!

- Movie passes or theater tickets
- Sporting event tickets
- A tank of gas or home heating fuel

COMPANY PRIDE

Company t-shirts, hats, mugs, key chains—whatever you have on hand—all make great prizes.

TELL YOUR STORY

ASK YOURSELF “WHY DO YOU GIVE?”

What is your story? Write down your case for support and practice saying it. Then share your story with others to inspire them to give.



CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN:

- Involve your CEO**—our strongest and most successful campaigns start at the top! Ask for confirmation of this year’s corporate gift before you begin
- Meet with your Payroll Department** to verify using payroll deduction
- Recruit your team** and assign responsibilities to all members.
 - Review past company performance and set a goal for this campaign
 - Determine how you will solicit your employees (large groups, small groups, or one-on-one)
 - Determine what incentives you’ll offer to donors, if applicable
 - Create a communication plan
- Invite your LE** to attend your campaign planning meeting(s) and help with your kickoff event
- Set campaign dates**
- Schedule your CEO, LE and other speakers** for your kickoff event!

DURING THE CAMPAIGN:

- Start by conducting an executive/management team solicitation
- Then, **make your gift** and invite your team to join you and make theirs
- Follow that with the solicitation of your remaining employees
- Track and publicize your campaign progress
- Keep in touch with your LE for ongoing encouragement and support
- Collect all pledge forms from your employees—even from those who choose not to participate**

AFTER THE CAMPAIGN:

- Total the results: combine all employee pledges plus the corporate gift
- Fill out your Report Envelope with your campaign details
- Photocopy your employee pledge forms and give to your payroll department**
- Place original employee pledge forms, your Corporate pledge form, cash and checks into the Report Envelope and ask your LE to pick it up and deliver it to Monadnock United Way
- Thank everyone** and publicize your campaign results
- Celebrate your success!!!
- Leave good records for next year’s Coordinator
- Attend the United Way Campaign Recognition Event in the spring