

Welcome Employee Campaign Coordinator!

On behalf of the thousands of individuals and families throughout our community who will receive help from Monadnock United Way agencies during 2012, I am both pleased and proud to thank you for taking on the responsibility of managing the United Way campaign at your organization. By working together with other employers and volunteers throughout the Monadnock Region, you will play a vital role in helping to ensure that everyone receives the help they need – when they need it – all year long.

To know more about how Monadnock United Way is changing lives and building a stronger community, I encourage you to enhance your knowledge by taking advantage of the excellent tools we provide. You'll find a complete tool-kit at muw.org.

I look forward to the opportunity to share our United Way message with you and other members of your organization.

Best regards,



John Hoffman
General Campaign Chair
2011-2012



Campaign Organization Tips

Campaign Team

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

Be sure to include your Loaned Employee in your campaign team. A Loaned Employee (LE) is a specially trained volunteer from a local organization whose role represents an extension of the Monadnock United Way staff during the campaign and who is prepared to assist in conducting and monitoring a number of 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 gather everyone together.

Company Campaign Goals

Analyze past campaign results, giving trends, and levels of participation to project a 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 - ie, an increase in last year's total dollars raised.

Set departmental or other team goals to promote friendly competition.

Set a separate goal/incentive for first time contributors to encourage increased participation.

Campaign Checklist

Before the Campaign:

- Involve your CEO! Our strongest and most successful campaigns start at the top
- Review past company performance and set a goal for this campaign
- Meet with your Payroll Department to verify using payroll deduction
- Recruit your team and assign responsibilities to all members
- Invite your Loaned Employee to attend your campaign planning meeting(s) and help with your kick-off event
- Have your campaign team determine incentives for donors
- Plan how you will publicize your campaign
- Set campaign start and end dates
- Ask you LE to invite agency representatives to speak at your kick-off event

During the Campaign:

- Conduct an executive / management solicitation
- Conduct employee group meetings or one-on-one solicitation
- Track and publicize your campaign progress (goal poster provided by request)
- Keep in touch with your Loaned Employee and/or MUW staff 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 by combining employee & corporate pledges
- When complete, make copies of all pledge forms **for the MUW office**. Contact your LE to pick up your completed forms, Report Envelope, Tally Card and leftover supplies
- 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 March of 2012