...: 2024 COMPANY COORDINATOR GUIDE

TIPS FOR SUCCESSFUL CAMPAIGN

CAMPAIGN KICKOFF

A campaign kickoff is a perfect way to get people excited for your campaign and let them know about United Way's great work in the community.

Campaign kickoffs can happen during a regularly scheduled company meeting or at a different location. Connect with your United Way representative to get ready for your kickoff. We will have materials packaged and ready for use.

MAKING THE ASK

The number one reason people don't give to United Way is because no one asks them! Our job is to make sure everyone in the workplace has a chance to give. Be sure to:

- → Hand out pledge forms after your meeting or provide information for individuals to donate online.
- → Make it inspiring! The moment a person receives their pledge form, they will decide to give or not within ten seconds.
- Ask for a completed pledge form from everyone, even if they choose not to give. That way, you'll know everyone had an opportunity to do so.

CAMPAIGN IDEAS

- Massage Therapist: Find a therapist, preferably one who will donate time, to visit your workplace. Employees pay for a massage, with proceeds benefiting United Way.
- → Cook-Offs & Bake-Offs: Host a chili cook-off or cookie bake-off to see who has the best recipe!
- → Bike Ride: Have a bike ride on a local trail and meet up for dinner and drinks after the route! All registrations from bike ride participants go to United Way.
- ➤ Karaoke/TikTok Challenge: Each department picks a selection, and the audience chooses a winner by putting money in the jars of the department they think was best.



For more campaign ideas visit our online toolkit at uweci.org/campaign.

FINALIZING YOUR CAMPAIGN

As you come to the end of your campaign, here are some best practices to wrap up successfully.



Connect: Chat with your UWECI staff representative for final reports.



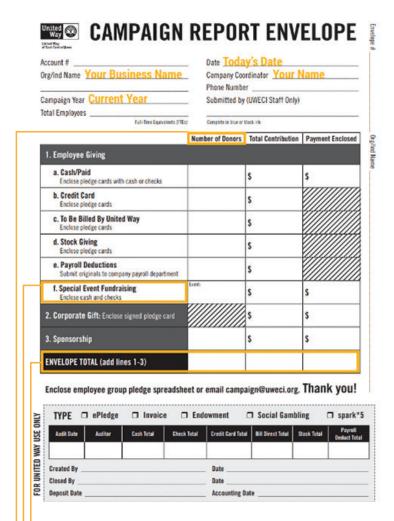
Thank: Make sure to thank your employees for their participation and share the impact that they will have on Eastern Iowa.



Envelopes: Please see the chart to accurately complete a campaign envelope. If you have any questions, reach out to your UWECI staff member.

Do you know when your campaign will be running this year?

Do you know if you want to run special events during your campaign?



Please take the time to ensure envelope totals match what is included in the envelope.

Name of event in first column.

If event was social gambling, completed paperwork must be attached to the outside of the envelope.

Please complete for each payment type used.