

What is an Employee Campaign Coordinator (ECC)?

You have received that vote of confidence from your supervisor to be a campaign coordinator for the United Way of the Brazos Valley, so your next question most likely is, “What’s next?”

Depending upon the size of your company and the number of members on your campaign team, your duties may include:

- ✦ Setting a goal for your company and formulating a plan to reach and even exceed that goal.
- ✦ Recruiting and coordinating a campaign planning team.
- ✦ Distributing campaign materials.
- ✦ Educating your company about United Way and promoting payroll deduction giving as an easy and efficient method of giving.
- ✦ Publicizing and promoting the campaign by using posters, emails, voice-mail, doorknob hangers, banners and whatever other ways you can think of.
- ✦ Coordinating, planning and hosting employee meetings.
- ✦ Planning special events, such as friendly competitions between departments and agency fairs.
- ✦ Coordinating with your loaned executive (LE) on plans and strategies.
- ✦ Collecting pledge forms and completing report envelope(s).
- ✦ Delivering reports and completed pledge forms to the LE.
- ✦ Delivering payroll deduction forms to your company payroll department.
- ✦ Delivering incentives to donors.
- ✦ Thanking employees and all volunteers for their participation.

In order to perform these duties successfully, you will need to call on your leadership, organizational, communication and motivational skills. You also need to know as much as possible about United Way, so be sure you attend any training sessions and check out www.uwbv.org for lots of information.

You are encouraged to contact your LE or United Way staff at any time for helpful information regarding United Way or campaign.

KEY CONTACTS:

Your LE: _____; Phone: _____

United Way: Don Dickenson ; Office: 979-696-4483, x118 ; Cell: 979-255-3045

The Job of a Campaign Coordinator

“10 STEPS TO A SUCCESSFUL CAMPAIGN “

STEP #1: STUDY AND PLAN

Learn about United Way of the Brazos Valley – find out how organizations are accepted as partners, have a general understanding of the campaign, and be able to answer basic questions from your co-workers. Know your company’s giving history, too. It will help you set goals. A sample campaign timeline can be found at www.uwbv.org

STEP #2: SECURE MANAGEMENT SUPPORT

With the support of management the campaign can be extremely successful and enjoyable. Work with management on your campaign plan and keep them updated on progress. Invite management to complete the first pledge forms and speak at meetings. You know – that lead by example thing they’re always talking about?

STEP #3: RECRUIT YOUR TEAM

Recruit a team to help you! If your business employs a lot of people, maybe a representative from each department can enable your team to be most effective. Your team members can help you by participating in all stages of campaign planning and throughout the campaign by helping to gather pledge forms and by conducting employee meetings.

STEP #4: SET A GOAL AND PUBLICIZE IT!

To increase participation:

Increase the level of participation by publicizing your campaign and making a convincing case for workplace giving. Consider challenging departments to a friendly competition and awarding prizes to the departments with the highest participation rates. Keep it fun and friendly. ***Never coerce or pressure employees to participate - NEVER.***

To increase average gift:

Promote payroll deduction! Gifts of payroll deduction are usually three times more than cash/check gifts. It’s true. Google it if you don’t believe it. Promote leadership giving! Leadership giving begins at \$1000, and these donors are very special and important, so they will be listed in the 2011 recognition publication and at the 2011 annual recognition event.

STEP #5: UTILIZE UNITED WAY RESOURCES

There are several resources available to you and your winning team to help you with your campaign. Be sure that you are aware of all of your resources. Be sure to familiarize yourself with the United Way of the Brazos Valley website, www.uwbv.org. Almost everything you need for a successful campaign can be found there...almost. Your LE or United Way staff can help with anything else you might need.

STEP #6: PUBLICIZE AND PROMOTE YOUR CAMPAIGN

Education and promotion are critical to your campaign's success. The more your co-workers know about United Way, the more likely they are to support the initiatives, programs, and United Way partners involved. **IF YOU DON'T TELL THEM ABOUT IT, HOW DO YOU THINK THEY ARE GOING TO LEARN?** Promote the campaign in your newsletters, through email, by voicemail, through letters left on every chair or through any other forms of communication you can think of. Make it enthusiastic – share your excitement! Plan an event to kick-off your company's campaign. Contact your LE or visit www.uwbv.org for information or assistance.

STEP #7: MAKE IT FUN WITH SPECIAL EVENTS!

Special events help to raise awareness, interest, enthusiasm and **money**. Food events – picnics, luncheons, breakfasts, ice-cream parties, popcorn, box lunches, and hotdog cookouts can liven up a meeting. Races – relays, bikes, tricycles, wagons or even rolling beds can be used in fun competition events. Games, art shows, tournaments, dunking booths and pie tossing can add interest to your campaign, too. Offer your employees a chance to dress down. Give prizes! Some workplaces collect free meals at area restaurants or other promotional prizes from travel or entertainment businesses. There is almost no limit to how creative you can be. In the state of Texas, raffles are illegal, but “chance drawings” are perfectly acceptable. Visit www.uwbv.org for more fun ideas.

STEP #8: MAKE THE ASK

This is the most important part of the campaign! While planning, education and promotion are all vital steps, asking for and getting employees to contribute to United Way is the point of all your efforts. **If you don't ask, all your efforts have been wasted up to this point. IF YOU DON'T ASK, THEY CAN'T SAY YES!**

A sample presentation and some simple “asks” can be found at www.uwbv.org. We've found that people want to help but are waiting to be asked.

STEP #9: REPORT YOUR RESULTS!

The pledge forms are printed in triplicate. The (3rd ply) pink copy should be retained by the employee for tax records. Your LE should give you enough campaign reporting envelopes for pledge forms and cash/check contributions. The (2nd ply) yellow copies are for United Way campaign staff, along with cash, checks, and money orders. Put them in a report envelope and fill it out **completely**. Make a copy of the front of the envelope for your records. Then return these reporting envelopes to your LE as soon as possible. Send the (1st ply) white copies to be your company's payroll office. **If it is a cash/check/credit card donation, the white copy will stay attached to the yellow copy and both be placed inside the report envelope.**

STEP #10: SAY THANK YOU!

One of the most important parts of the campaign is saying thank you. **EVERYONE LIKES TO HEAR THE WORDS “THANK YOU!”** Let everyone in your organization know how much their participation is appreciated. It can be simple and fun, and will help build the foundation for next year's campaign. So from all of us at United Way of the Brazos Valley – **THANK YOU!**