

## Role of the Employee Campaign Coordinator

### The Importance of an ECC:

As an ECC, your primary role is to plan, coordinate and implement an effective United Way workplace campaign. We rely upon you to impress upon your colleagues the significant challenges that underserved populations in our region face every day, and to inspire your co-workers to make a commitment to LIVE UNITED.

### Your Responsibilities Include:

- Attending ECC trainings or strategy meetings offered at the beginning of each campaign season
- Working closely with your United Way Representative to develop an effective campaign plan
- Recruiting a campaign committee from key areas of the organization
- Coordinating the distribution of campaign materials and the collection of pledge cards
- Coordinating kick-off and recognition events within your company
- Publicizing results throughout the campaign
- Providing all associates and retirees the opportunity to give
- Thanking donors and volunteers for their generosity
- Completing the campaign by submitting the Campaign Reporting Envelope and pledge forms to your United Way Representative
- Evaluating and making recommendations for next year's workplace campaign

## THANK YOU!

Thank you for serving as an Employee Campaign Coordinator! You are the liaison for the United Way campaign in your workplace. You will play a lead role in developing and implementing a successful campaign at your workplace.

### BENEFITS:

- Grow your leadership, project management & public speaking skills.
- Demonstrate your commitment & leadership to others in your company.
- Work with a team of compassionate and talented coworkers from across departments.

## You are now a . . . Leader, Champion & Advocate

### Because you will...

- Set the tone of the team and the campaign itself.
- Bring together the team that builds a successful campaign.
- Promote the campaign awareness and education throughout the company.
- Ensure that campaign communication complements company values and goals.

**LIVE UNITED**



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## Employee Campaign Coordinator's Guide

**TOGETHER  
WE ARE  
CHANGING  
LIVES**

**GIVE. ADVOCATE. VOLUNTEER.**  
United Way  
of Southern Kentucky  
uwsk.org

## Get Creative! Make it Fun!

Increase participation in your campaign by using these fun themes and incentives! More ideas available online at LIVEUNITEDToday.com!

### Low to no cost special events

- Chili Cook-Off
- Bake Sales
- Sell Popcorn & Soft Drinks
- Ice Cream Social
- Car Wash
- Silent Auction
- Jeans Day
- Themed Kick-Off Lunch
- Coin Wars
- Office Decoration Contest

### Incentives

- Premium Parking Space
- Lunch with the Boss
- Paid Time Off
- Car Wash by Management
- Sleep In Passes
- Movie Tickets
- Company Promotion Items
- Gift Cards
- Leave One-Hour Early Passes
- Extra Lunch Time Passes



## 7 Steps to a Successful Campaign

- 1. Secure Top Management Support**  
 Ask for time for you to coordinate your campaign.  
 Ask management to speak at meetings.  
 Send an endorsement email from CEO.
- 2. Recruit a Team**  
 Include individuals from all areas of the organization.
- 3. Develop a Campaign Plan**  
 Review prior year's campaigns to establish goal.  
 Look at previous participation levels to identify gaps and opportunities.  
 Have you included all locations, shifts, part-time employees, and retirees?
- 4. Promote the Campaign**  
 Use UW posters.  
 Use Intranet and email to send UW info regularly.
- 5. Kick-off your Campaign**  
 Include: UW video, UW staff, UW volunteers, CEO
- 6. Organize a Leadership Giving Program**  
 Leadership Givers contribute an annual \$1,000 or more.  
 You can incorporate a Leadership Giving campaign by:  
 Holding a special event just for Leadership Givers.  
 Involve CEO or top management.  
 Recognize Leadership Givers in your organization.
- 7. Say Thank You!**  
 Use incentives, hold a special celebration with food, and thank you from CEO.  
 Send a hand written note.

## The New United Way

United Way is changing how it does work. As social issues grow more severe and complex and the need for assistance continues to increase, our community needs different solutions. Therefore, United Way is embarking on a bold journey: one that links research-based community strategies to the resources needed to implement them. By connecting people to the building blocks of life - Education, Income, Health, and Safety Net - United Way and our partners will ensure people have the tools they need to thrive by tackling the underlying causes of the most serious problems. It takes an entire community to make a difference, and we need you.

### EDUCATION

School Readiness,  
College & Career Readiness

### INCOME

Workforce Development

### HEALTH

Access to Affordable Health Care,  
Safe Home & Community

### SAFETY NET

Transportation,  
Access to Basic Needs

## 20 MINUTE EMPLOYEE MEETING:

Topic	Presenter	Time
Welcome	CEO or ECC	1 min.
Campaign Overview	ECC	2 min.
United Way Presentation	UW staff/vol.	5 min.
Campaign Video		5 min.
Ask for the Gift	ECC/UW Staff	3 min.
Closing Remarks/ Campaign Timeline	ECC	3 min.

