



Chester County
UNITED WAY

CAMPAIGN COORDINATOR GUIDE



WELCOME FROM THE PRESIDENT & CEO

Dear Campaign Coordinator,

Thank you for taking on the critical role of leading your company's United Way campaign. Your commitment helps drive impactful change in Chester County by mobilizing resources and empowering local communities. This guide is designed to support you throughout the campaign, providing step-by-step instructions, best practices, and helpful tips to ensure your campaign's success.

We're grateful for your leadership and dedication. You're part of a larger effort to bring people and organizations together for the greater good.

Sincerely,



Christopher Saello
Chester County United Way
President & CEO

YOUR UNITED WAY SUPPORT STAFF

As a Campaign Coordinator, you will not be alone. Our team is here to help assist you during the campaign.

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7 STEPS TO A SUCCESSFUL CAMPAIGN

1. KNOW YOUR UNITED WAY

Familiarize yourself with Chester County United Way's mission, programs, and impact. Understanding United Way's role in addressing key community issues—such as education, health, and financial stability—will help you communicate the importance of the campaign to your colleagues.

Mission: The mission of Chester County United Way is to unite people and mobilize resources to build better lives and stronger communities.

Our vision for Chester County is a community where all residents have the opportunity to achieve a vibrant and healthy quality of life.

Community Impact & Innovation Fund: This fund addresses local challenges through strategic partnerships and targeted solutions, making every dollar count toward creating a lasting change.

Collective Impact: Learn how United Way's partnerships solve systemic community problems through collaboration with local agencies.



7 STEPS TO A SUCCESSFUL CAMPAIGN

2. INVOLVE YOUR CEO

Your CEO's active involvement in the campaign is crucial to its success. Engaged leadership sets the tone for the entire campaign, ensuring employees understand the importance of participation.

- **Schedule a meeting** with your CEO to discuss campaign objectives, financial goals, and participation rates.
- **Gain visible support:** Ask your CEO to send a personal endorsement letter to all employees, attend the kickoff event, and speak at key campaign moments. This shows their commitment to United Way.
- **Encourage active participation:** Ask your CEO to support leadership giving by identifying high-potential donors and hosting a special meeting for leadership-level contributors.

3. BUILD A STRONG CAMPAIGN TEAM

Creating a team of enthusiastic and committed colleagues will help distribute the campaign responsibilities and increase its effectiveness.

- **Recruit team members** from various departments—management, communications, accounting, support staff, and even retirees—to ensure diverse perspectives and broad participation.
- **Appoint key roles:** Your campaign team should include a Chair (preferably a senior manager) and a Leadership Giving Chair who focuses on high-level donors.
- **Delegate tasks:** Assign responsibilities for communications, events, incentive distribution, and meeting coordination to ensure smooth campaign operations.

7 STEPS TO A SUCCESSFUL CAMPAIGN

4. PLAN YOUR CAMPAIGN

An organized plan is the backbone of a successful campaign. Early preparation helps avoid last-minute challenges and ensures that all campaign activities are aligned with your goals.

- **Timeline:** Develop a detailed campaign timeline that includes all key events—kickoff, meetings, special events, and wrap-up.
- **Set goals:** Establish measurable goals, such as increasing overall contributions, employee participation rates, or leadership donations. Break these goals down into specific metrics (e.g., 10% increase in average employee gift or a \$5,000 increase in total donations).
- **Develop incentives:** Offer incentives like prize raffles, extra vacation days, or gift cards to motivate participation. Consider offering special incentives for employees who increase their contributions or first-time donors.
- **Campaign Theme:** Choose a creative theme to make the campaign engaging (e.g., “Join the Winning Team,” “Be a Superhero for Chester County,” or “Score a Touchdown for Our Community”).



7 STEPS TO A SUCCESSFUL CAMPAIGN

5. PROMOTE & CONDUCT YOUR CAMPAIGN

Effective communication and engaging activities are key to spreading awareness and encouraging participation in your United Way campaign. A well-coordinated approach ensures that employees stay informed, motivated, and involved throughout the campaign.

- **Kickoff Event & Communications:** Start with a company-wide email or newsletter introducing the campaign, including a personal note from the CEO. Host a kickoff event featuring a United Way video, a guest speaker, and CEO remarks to inspire participation.
- **Visuals, Posters & Updates:** Use posters, brochures, and digital materials in high-traffic areas or online platforms. Keep employees informed with regular email updates and progress reports throughout the campaign.
- **Activities & Employee Engagement:** Plan fun activities like bake sales, contests, or virtual events to boost participation. Use these events to build camaraderie and excitement.
- **Highlight Success Stories:** Share stories of the impact United Way programs have had on individuals and communities, either through written stories or videos.
- **Incentives & Resources**
Offer prizes like raffles or extra vacation days to keep employees motivated. Use United Way's online resources, or request a speaker to enhance your campaign's impact.



7 STEPS TO A SUCCESSFUL CAMPAIGN

6. FINISH STRONG

You're almost there! Update coworkers on the campaign's progress and send a reminder before pledge cards are due. When your report envelope is complete, contact our United Way office or contact United Way staff for a pickup.

7. THANK YOU

Gratitude is an essential part of wrapping up a campaign and ensuring continued support in the future.

- **Thank You Notes:** Send personalized thank-you notes to all donors, volunteers, and leadership contributors.
- **Company Recognition:** Publicly recognize donors and volunteers in company newsletters, social media, or at company-wide meetings.
- **Incentives and Rewards:** Distribute incentive prizes and thank-you gifts. Consider organizing a celebration event to thank everyone for their contributions.



MAKING IT FUN!

Engagement and enthusiasm are key to running a successful campaign. Here are some creative ideas to make your campaign exciting:

- **Special Events:** Organize events like bake sales, raffles, casual dress days, or a company picnic. For remote or hybrid teams, consider virtual trivia contests or scavenger hunts.
- **Contests:** Host fun competitions like “Baby Picture Guessing Contest,” “Department Penny Wars,” or “Ugly Sweater Day” to boost morale and participation.
- **Incentive Prizes:** Offer prizes such as extra vacation days, gift cards, executive parking spots, or movie tickets as a way to reward employees for participating.

YEAR-ROUND COMMUNICATION

A successful United Way campaign extends beyond the campaign period. Keep employees engaged throughout the year by:

- **Sharing Impact Stories:** Regularly communicate the real-world impact of employee donations through newsletters or company intranet.
- **Continuous Engagement:** Promote year-round giving and involvement by sharing United Way’s ongoing work and progress.

KEY RESPONSIBILITIES OF THE CAMPAIGN COORDINATOR

- **Set Clear Goals:** Collaborate with United Way staff to set realistic and impactful fundraising goals for your company.
- **Delegate:** Assign specific roles and tasks to your campaign team to ensure smooth coordination of events, communication, and logistics.
- **Attend United Way Training:** Participate in training sessions offered by United Way to learn about best practices and campaign strategies.
- **Encourage Participation:** Motivate employees to get involved by hosting fun events, offering incentives, and regularly communicating the campaign's progress and impact.
- **Recognize Contributors:** Publicly acknowledge and thank all participants, volunteers, and donors for their contributions to the campaign.

By following this detailed guide and utilizing the resources provided, you will lead a successful campaign that makes a significant difference in our community. Thank you for your dedication to Chester County United Way and for empowering your coworkers to join in the effort to create lasting change.





Chester County
UNITED WAY

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