

# Campaign Coordinator Handbook

*Meet the 2010 Campaign Chairs Ken Anderson and Andrea McClintic.*

Important Dates  
for the 2010 United Way  
Campaign

**August 14**

Pacesetters Kickoff  
Kearney Country Club  
12 p.m.

**Sept. 19 - Oct. 3**

Days of Caring  
Projects - Contact the  
United Way Office for more  
information.

**September 9**

Employee Campaign  
Coordinator Training  
United Way Office  
9—10:30 a.m.

**September 24**

General Campaign Kickoff  
& 2nd Annual "Pacesetter  
Cup"  
@ United Way Office  
5:30 - 7:30 p.m.

**December 3**

Campaign Celebration  
Location TBA  
3:30 p.m.

**March 2010**

Final Total Given at United  
Way Annual Meeting

Dear Campaign Coordinators,

The LIVE UNITED theme is a call to action for our community to Give, Advocate and Volunteer for the issues that affect us all the most.

You are in the unique position of leading the employees of your company to join in this effort to change the lives of our friends and neighbors for the better.

Just imagine if everyone in your workplace made a financial contribution and committed to volunteering for the Days of Caring. What if they also added their email address to over 1,000 people who receive regular updates from the United Way to learn about volunteer opportunities year-round.

There is no question that people needed the United Way Partner Agencies more than ever during the past year. The number of visitors to the Salvation Army, the Homeless Prevention Program, Jubilee Center were all up. People who never imagined themselves asking for help, needed these services: needed us.

We're not out of the woods yet. Many people are still unemployed or underemployed in our community. We need to continue to support them, all the while looking for ways to fix the root causes of problems.

The LIVE UNITED message is about bringing hope to those struggling in our community, looking to the future to prevent problems, and building on the strengths that ensure the common good. . . And it can be fun!

Thank you for joining us in the effort to raise \$534,000 for the needs of our community. You really know how to "Wear the Shirt!"

Ken & Andrea  
Give. Advocate. Volunteer.  
LIVE UNITED



Andrea McClintic

Ken Anderson

*Building a stronger community by uniting people who care with people who need.*

Order LIVE UNITED rubber stamps from the United Way Store.  
Stamp LIVE UNITED on sticky notes, thank-you letters, pads,  
envelope flaps and anyplace else you can think of.

## STAMPING SUGGESTIONS



- Begin by meeting with the CEO of your company to determine how much time can be committed to the campaign. This is also a good time to discuss the option of a corporate gift, as well as the CEO's personal gift.
- Meet with UW Staff or Representative.
- Participate in the Days of Caring September 19 - October 3.
- Come to the Campaign Kickoff September 24.
- Recruit your Campaign Team.
- Analyze past campaigns and set goals.
- Review campaign materials.
- Determine your campaign strategy.
- Prepare materials and schedule agency speakers.
- Promote the campaign goal.
- Publish information about United Way.
- Conduct employee group meetings.
- Follow up on pledge cards
- Report results promptly
- Say Thanks to all who supported the campaign.
- Come to the Campaign celebration and celebrate our success with other hard-working volunteers.

## Checklist for Running a United Way Campaign in your workplace.



Put together a window display of LIVE UNITED signs, posters, photos, stickers, and other items for a storefront or office display case.

## WINDOW DRESSING

### Sample Employee Meeting

Be sure to ask individuals in your business what they're concerned about in the community. This will allow you to tailor your message to show how United Way addresses these concerns.

| Time   | Activity   | Purpose   |
|--------|--|---|
| 3 min. | Welcome/endorsement is given by CEO  | Shows company leadership and gets the audience listening                                  |
| 5 min. | Guest Speaker or UWKA staff  | Educates audience on the needs of the community and how they can help                     |
| 7 min. | Campaign video shown   | Lets the audience hear straight from recipients about the difference their donations make |
| 3 min. | Questions/Answer Session   |   |
| 2 min. | Employee campaign manager asks employees to complete their pledge cards and turn them in Thanks to all attendees | Encourages audience to take an active role in helping                                     |

## Events themes, incentives and other fun

Incentives are an excellent way to encourage participation in your campaign. Plan your incentive for the group you want to target and the outcome you seek: increased gift; new donors; current donation; and/or for attending the group campaign kickoff meeting.

Determine the best way to reach these individuals..., random drawings, team efforts, or just qualify!

- \* Some companies provide prizes and use them for Early Bird, On-Time, and Procrastinators drawings when pledge cards are turned in.
- \* Some low or no-cost incentives include:
  - \* Food, Such as coffee, sodas, cookies, or doughnuts at group information meetings
  - \* A day off, or two hours on a Friday off
  - \* A prime parking space for United Way donor of the week, month, etc.
  - \* Jeans day or casual day for the United Way
  - \* Challenges between departments, branches, offices, etc. with prizes for the winners
  - \* Casual Dress Coupons: Buy coupons for \$1.00 to wear jeans to work on a special day each month. Be sure to put up a sign on that day to tell customers what you are doing to support the United Way.

## Other Campaign Resources

In addition to materials in your campaign bag, the United Way has the following support available for your workplace campaign.

- ◆ Speakers from a variety of different agencies and the volunteer campaign group
- ◆ Balloons for a meeting or rally
- ◆ United Way Community Supporter logo for your website
- ◆ Agency articles for email campaigns
- ◆ Video Presentation (7 minutes)
- ◆ United Way Banner
- ◆ United Way Flag
- ◆ LIVE UNITED Stamps
- ◆ Items from the United Way Corporate Campaign Catalog

Please call us at 237-6840 to check for availability or to ask for a special order.

Let the competitive juices flow. Who can write the best LIVE UNITED essay? Who rocks the mike at the LIVE United poetry slam? Who has the best LIVE UNITED story?

## CONDUCT A CONTEST



Encourage supporters to include LIVE UNITED in their voicemail, email signature, Facebook or IM "away" message.

# I'M AWAY . . . BUT LIVE UNITED

**SAYING THANKS**

You cannot say “Thank you” enough. Thank donors and volunteers often. Thanking people will reinforce positive feelings throughout your campaign. Be sure to thank your CEO for his or her involvement. Thank employees for coming to meeting. Thank committee members for participating. The following are some ways to spread the thank-you message at the end of your campaign.

- ◆ In your company newsletter, print the campaign result and a special message of thanks to employees
- ◆ Create a payroll stuffer that has a message of thanks
- ◆ Hold an appreciation lunch for all campaign volunteers
- ◆ Write personal letters to your campaign volunteers. Send copies of letters to their supervisors
- ◆ Recognize departmental achievement during a staff meeting
- ◆ Recognize Leadership and Torchbearer Givers
- ◆ Give out “cookie-grams” that say thank you to all contributors
- ◆ Letter from the CEO: Distribute a special thank you note to all who have and who had volunteered, especially those in leadership roles.



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