

# CAMPAIGN COORDINATOR GUIDE

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2023-2024



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# MESSAGE FROM OUR CEO

Thank you for stepping up to coordinate your organization's Workplace Campaign benefiting the United Way of El Paso County. Dedicated individuals such as yourself are an integral part of our United Way's 100 years of success.

Over the past century, our United Way has shown that we are adaptable and resilient. As a connector to the community, we continue to connect partners, leverage resources, and transform lives through successful programs and engagement opportunities focusing on education, health, basic needs, and financial stability.

This toolkit includes everything you will need to run a seamless and successful United Way Workplace Campaign—whether your team is working remotely or in the office. Our Campaign Coordinator's Guide provides you with ideas to engage your team as well as best practices for structuring your workplace campaign.

Please review the content in this guide and connect with us to map out your organization's campaign. No matter the size, scope, or tone of your campaign, the United Way team is here to help.

Thank you again for your commitment. We're looking forward to a great campaign season ahead!

Sincerely,

Deborah A. Zuloaga  
President & CEO



**DEBORAH A. ZULOAGA**  
President & CEO

# CAMPAIGN COORDINATOR CHECKLIST

## Prior to the Campaign

- Meet with United Way representative to review last year's campaign
- Set up a meeting with your company/organization's leadership to enlist support
- Recruit a strong and diverse campaign team
- Consider options for a Campaign Kick-off event
- Arrange an agency speaker, agency tour or volunteer opportunity with your United Way Representative (optional)
- Ask a member of senior management to serve as a Leadership Giving Chair (optional)
- Consider incentives for various levels of giving (optional)
- Distribute emails and/or post information on the company intranet leading up to the campaign to educate, build enthusiasm, and inform people of key dates
- Send out an endorsement letter from company leadership



# CAMPAIGN COORDINATOR CHECKLIST

## During the Campaign

- Distribute personalized pledge forms as people enter the group meeting(s) or send link prior to event (employees will also be able to scan a QR code from brochure)
- Distribute personalized pledge forms as people enter the group meeting(s) or send link prior to event (employees will also be able to scan a QR code from brochure)
- Run a separate leadership giving solicitation event for those who have the potential to give \$1,000 or more annually (optional)
- Promote the benefits of United Way Donor Networks or schedule your United Way Representative to set up a booth at a company event (optional)
- Promote the campaign in company newsletters, intranet, meetings and via email
- Hang posters and update thermometers regularly
- Follow up with anyone who has not yet turned in their pledge form



## After the Campaign

- Host a thank-you event
- Follow-through with incentives
- Submit final report to United Way representative



# INCENTIVES

## Incentives & Prizes

- Gift certificates
- Corporate logo clothing
- United Way giveaways (mugs, t-shirts)
- Use of company car
- Gift cards
- Tickets to plays, sporting events and concerts
- Pizza party
- Paid time off
- Angel Days – day off for one hour of pay a month
- Casual Fridays\*
- Call in “Well” Day
- Free hotel stay
- Prime parking spaces



# FUNDRAISING EVENTS



## Plan an Event

- Silent Auction – Secure items from vendors, co-workers, and the leadership team. Allow employees to pay for their items via payroll deduction
- Mobile Food Sales – Host a coffee cart or ice cream truck. Sales of all items come to United Way of El Paso County
- Sports Tournaments – Host a basketball game or any number of sporting tournaments for your company. Participants pay to enter, and proceeds come to United Way of El Paso County
- Baskets for Auction – Gather your department and create themed baskets for a drawing. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Movie Night, etc



# TAKE A TOUR



## Tour a Funded Agency

We encourage you to join us to see firsthand how United Way donations are making a difference in El Paso County and also learn about the impactful services provided by our community-funded agencies.

Just to name a few agencies you can tour:

- Creative Kids
- Project Vida
- The Boys & Girls Club of El Paso
- And many more

Please allow us two weeks notice, so we can schedule your tour. For more information or to schedule a visit please contact



# VOLUNTEER



## Event Ideas

The United Way of El Paso County can assist you in coordinating volunteer activities that promote team building and align with your goals. Some examples of these volunteer activities include:

- Mentor youth
- Assist with activities for youth at shelters
- Read to children
- Distribute & process food at shelters
- Cook for families at emergency shelters
- Host a drive to benefit a United Way funded agency

More than ever, volunteers are needed. We hope you will join us in lending a helping hand to the community. Visit [volunteerelpaso.org](http://volunteerelpaso.org) today to connect with organizations in need of extra support.



# WAYS TO SAY THANK YOU

## Ideas:

- United Way Merchandise - Give t-shirts, pens or notepads with the United Way logo on them. <https://www.unitedwaystore.com/>
- Scooping Up Success – An ice cream social is a great way to celebrate a successful campaign. Have the management team scoop up the ice cream and personally thank each employee
- Waffle/Pancake Breakfast – Have management serve up breakfast for everyone who contributed.
- Barbecue or Pizza Party – Invite employees to a company-wide lunch. Have executives cook or serve.
- Candy Gram - Distribute candy bars to each participant with a thank you message attached.
- Casual Day for United Way – Invite employees to wear their favorite comfortable clothes as a token of gratitude for their giving.

