



UNITED WAY
El Paso County

CAMPAIGN CAPTAIN'S PLAYBOOK

EVERY GOAL CHANGES A LIFE

COACH'S MESSAGE

Dear Campaign Champions,

Thank you for leading your organization's United Way of El Paso County Workplace Campaign, City, County and State campaigns.

Whether you've coordinated for years or this is your first season, you are part of something bigger than a fundraiser. You are helping local children succeed, supporting families during difficult times, strengthening financial stability, and ensuring our community has access to the resources they need to thrive.

The best campaigns are not only about raising the most money. They are about creating opportunities for employees to make a difference in someone's life.

As your United Way team, we're here to support you every step of the way with resources, impact stories, speakers, volunteer opportunities, and planning assistance.

Together, we can create lasting impact across El Paso.

Thank you for stepping onto the field with us.

Georgina Hernández

President & CEO

United Way of El Paso County

THE PLAYBOOK

WHAT IS A CAMPAIGN?

A campaign is an organization or company-led effort that empowers employees to make a difference in their community. Employees can participate in ways that work best for them, including:

- Payroll deduction
- One-time gifts
- Volunteer opportunities
- Recurring monthly donations
- Corporate matching programs
- Special events and engagement



WHY IT MATTERS?

A campaign is more than a fundraiser. It's an opportunity to bring people together around a shared purpose. A successful campaign:

- Strengthens company culture
- Increases employee engagement
- Demonstrates commitment to the community
- Provides meaningful volunteer opportunities
- Fosters teamwork and shared purpose
- Makes giving back easy and accessible
- Promotes civic responsibility and collective impact



Every gift stays local and supports 17 local nonprofit agencies and 22 impactful programs in our **Community Impact Fund**, each selected through a rigorous, community driven process.

When employees come together through a campaign, everyone wins!

THE PLAYBOOK

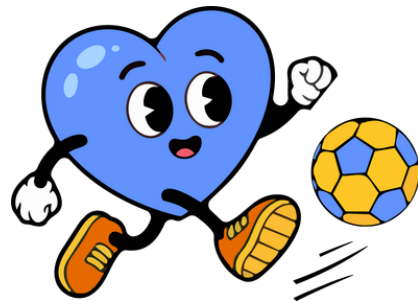
YOUR TEAM ROSTER

A successful campaign doesn't happen because one person does everything. It happens because one person helps bring people together around a shared purpose. As a Team Captain, your role is not to fundraise alone. Your role is to:

- Share United Way of El Paso County's impact
- Keep the campaign visible and create awareness
- Invite and encourage participation of all employees
- Make giving easy through education and engagement
- Celebrate successes and create a culture of giving in your workplace

You can also strengthen your campaign by:

- Appointing a Co-Captain
- Forming a Campaign Committee



**Even a small committee of 2-3 people
can make a big difference!**

**Think creatively about recruiting your accounting/payroll,
human resources, marketing and communications, or
business development staff, those that are engaged, eager,
and enthusiastic!**

THE PLAYBOOK

UNITED WAY TEAM

Remember, you're not running this campaign alone. One of the biggest advantages of partnering with United Way is having access to a team of resources and supporters throughout your campaign.

Your United Way team can help with:

- Campaign planning
- Campaign materials
- Employee engagement
- Impact information and education

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Now that you understand your role and the support available to you, it's time to begin your game plan.

ROAD TO THE CHAMPIONSHIP

Phase 1: Pre-Match Planning

DUE DATE

ASSIGNED TO

___/___/___

___/___/___

___/___/___

___/___/___

___/___/___

___/___/___

___/___/___

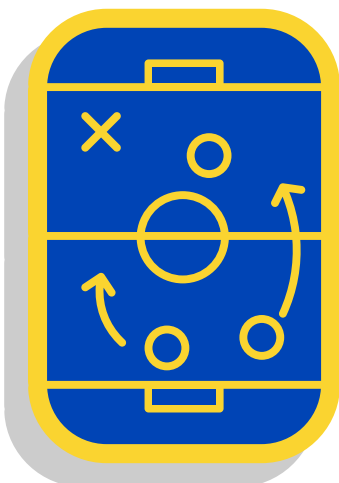
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BEFORE KICKOFF:

- Meet with your United Way representative
- Review last year's campaign results
- Recruit a co-captain or committee
- Schedule campaign dates
- Set campaign goals
- Secure leadership support
- Plan kickoff activities
- Request campaign materials from United Way
- Schedule an agency tour or volunteer activity

Set Your Scoreboard



Participation Goal: ____ %

Fundraising Goal: \$ _____

New Donor Goal (first-time donors): ____

Average Gift Goal: \$ _____

ROAD TO THE CHAMPIONSHIP

Phase 2: Kick-Off!

A strong kick-off builds excitement and awareness.

Ideas include:

- Campaign kickoff event
- Team breakfast or lunch
- United Way impact video
- Agency impact speaker
- Department challenge
- Leadership message
- Distribute information

Phase 3: Run Your Winning Plays

Play #1: Grow Participation

Goal: Increase the number of employees involved. Strategies:

- Weekly updates
- Team challenges
- Recognition programs
- Leadership participation
- Department competitions

Play #2: Increase Giving

Goal: Encourage current donors to maintain or increase their support. Strategies:

- Schedule a tour
- Promote matching gifts
- Highlight payroll deduction
- Explain local impact and share impact stories

ROAD TO THE CHAMPIONSHIP

Play #3: Reach New Donors

Goal: Engage employees who have never participated. Strategies:

- Volunteer opportunities
- Peer-to-peer conversations
- First-time donor recognition
- Provide prizes and incentives
- Short educational presentations



Phase #4: Keep the Momentum Going

Campaigns are most successful when communication remains consistent.

During your campaign:

- Send weekly updates
- Celebrate milestones
- Share impact stories
- Recognize donors and volunteers
- Highlight progress toward goals
- Thank participants often
- Newsletter, TV screens, company meetings
- Utilize your intranet to share information

Phase #5: Final Whistle

Before closing your campaign:

- Confirm campaign results
- Submit campaign information
- Thank donors
- Recognize volunteers
- Celebrate success
- Share campaign impact with employees



Remember: every donor matters, every volunteer matters, and every gift matters.

WINNING PLAYS

Each Winning Play focuses on a different way to strengthen your campaign. Use them as a guide to choose one or two strategies per area, simple and intentional is best.

Grow Participation

- Department challenges
- Team competitions
- Kick-off events
- Leadership visibility
- Weekly updates

Increase Giving

- Impact storytelling
- Agency tours
- Matching gifts
- Payroll deduction education
- Leadership match challenge

Reach New Donors

- First-time donor recognition
- Peer-to-peer conversations
- Volunteer opportunities
- Incentives/prizes
- Quick education moments

Fan Favorites

Need simple, proven ways to engage employees? These are ready-to-go activities that many workplaces use successfully.

- Casual Day
- Basket Drawing
- Chili Cook-Off
- Trivia Tournament
- Ice Cream Social
- Sports Game or Tickets
- Snack Cart
- Bake Sale
- Leadership Challenge Match

Choose activities that fit your workplace culture and employee interests.



COMMUNITY IMPACT

At United Way, we focus on improving lives by targeting the building blocks for a good life:

- Education
- Financial Stability
- Health
- Basic Needs

Every strategy in this playbook leads to one outcome: **stronger communities across El Paso County.**

This past fiscal year, \$1.795 million raised through workplace campaigns fueling local partner agencies delivering frontline services across El Paso.

- Our **Parents as Teachers** program earned **Blue Ribbon** certification through their national affiliate, recognized as giving high quality services to children and families.
- **1,100+ families** supported through emergency response efforts, including food distributions and crisis assistance during the government shutdown and SNAP reductions.
- **\$446,000+** invested through the Center for Resiliency to keep families housed preventing displacement and providing stability during financial hardship.
- **8,700+ children** connected to opportunity through afterschool programs, enrichment events, and youth development initiatives through the BOOST Network.
- **9,179 volunteer hours** mobilized strengthening nonprofits and expanding community support through volunteerelpaso.org and corporate activation.

Campaigns help sustain the impact !

FINAL WHISTLE

Thank you for serving as a Campaign Team Captain.

Your leadership helps connect employees with opportunities to make a difference, strengthen our community, and create lasting impact. Whether your campaign engages five employees or five hundred, every conversation, every volunteer, and any contribution counts.

Thank you for stepping onto the field with us.

Together, we can change lives, one goal at a time.



Notes:

GAME PLAN

Organization:

Campaign Dates:

Which month would you like to host your campaign? Keep in mind holidays & other interorganizational dates.

Our 2026-2027 Goals

- Participation Goal: ____ %
- New Donor Goal (first-time donors): ____
- Average Gift Goal: \$ ____

Our Three Winning Plays

- **Play 1 - Grow Participation:** What is one specific strategy you will use to engage more employees?
- **Play 2 - Increase Giving:** How will we inspire current donors to maintain or increase their gift?
- **Play 3 - Reach New Donors:** How will you reach employees who have never participated?

Who Will Help Me?

My Campaign Co-Captain:

My Committee:

GAME PLAN

What We Learned Today

One idea I want to try:

A Campaign Coach or Peer I Can Contact:

Support We Need from United Way

- ___ Campaign materials
- ___ Impact speaker
- ___ Volunteer opportunities
- ___ Campaign kick-off/planning help
- ___ Employee engagement ideas
- ___ Other

**Let's connect to discuss your
campaign goals, ideas, and plans!**

**Scan the QR code
to schedule a
meeting.**





UNITED WAY
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