



of the Lewis and Clark Area

Community Campaign Coordinator Guide **2023**



Thank you for being a leader!

Stepping up to coordinate your workplace campaign is no small thing, but we're here to help you lead with ease. Here you'll find tips and tricks to have a successful workplace campaign!

UNITED in PURPOSE

Uniting resources, organizations, and people to transform our community for good.

www.unitedwaylca.org 406-442-4360 75 East Lyndale Helena, MT 59601 info@unitedwaylca facebook.com/uwlca

HOSTING A SUCCESSFUL CAMPAIGN SHOWS YOU ARE UNITED IN PURPOSE

- **Review. Evaluate. Calculate:** Review and evaluate past campaigns. Calculate this year's goal.
- **Engage your leadership:** Ask your company/organization's leader to write an email of support for the campaign.
- **Recruit. Recruit. Recruit:** Set up a committee of coworkers, to set up a campaign timeline, budget and schedule activities. Find people in your office to act as influencers for the campaign.
- **Promote Leadership Giving and Matching Opportunities:** Promote giving incentives and matching opportunities if available.
- **Set a company and employee goals and communicate those goals:** Set a company pledge goal and communicate the goal to everyone.
- **Publicize your campaign:** Share information on how to pledge, when to pledge and what the dollars support. Use promotional material provided or create your own!
- **Ask everyone to give:** People often say they didn't give because they weren't asked, so ask!
- **Invite United Way to present to your staff in person or via online:** United Way staff can come to one large meeting or several smaller meetings.
- **Have FUN:** Find ways to make the campaign a fun experience, games, volunteer team activities, prizes and more.
- **Report results and express gratitude to your coworkers:** Plan an event or have your leadership send out a Thank You email. Highlight individuals or groups that went above and beyond for the campaign!

WAYS TO GIVE



CASH OR CHECK

Collected and then given to United Way of the Lewis & Clark Area at the end of your campaign!

CREDIT/DEBIT RECURRING DONATION

No capacity for payroll deduction? Not to worry, you can set up a monthly donation online through our website.

PAYROLL DEDUCTION

Help coworkers fill out the paper forms for payroll deduction, collect them, then pass them along to whomever is responsible for payroll at your workplace!

OUR VIDEO AND POSTERS

SHARE

Don't get lost in the shuffle of a busy fall! Sharing our 2023 campaign video and hanging up posters in your workplace will keep charitable giving top of mind.

<https://youtu.be/IFXbSvHAOYI?feature=shared>

<https://unitedwaylca.org/get-involved#corporate-campaign-tool-kit>



Email templates for your workplace are available so you don't have to create your own communication. If you need ideas for communication reach out to maggie@unitedwaylca.org

HAVE FUN!

Giving back to your community should be fun!
Below are some ideas to incorporate to keep
your campaign lively.

<https://unitedwaylca.org/get-involved#corporate-campaign-tool-kit>

Talent Show

Scavenger
Hunt

Casual Friday

Bingo

Trivia

Volunteer at
United Way or
another non-
profit

Dress up
Days

Pizza Party

Awards