

You’re an

**Employee Campaign Manager?**

**That’s a Really BIG DEAL!**

Welcome to United Way, and thank you for joining a movement to create lasting change in our region. Together we are embarking on a journey that will make an indelible mark on your community, your company and your colleagues.

***Your role as an Employee Campaign Manager (ECM) is critical.***

You are our messenger for change and a champion of financial opportunity for families and educational success for children and youth.

We know that as an ECM, accepting the responsibility   
of your company’s fundraising campaign is a lot of   
work in addition to the job you do each day. The United Way team is anxious to provide any support you may need.

*to make a difference.*

This guide will give you a step-by-step timeline to help you plan, implement and achieve your company’s fundraising goals.

We believe in harnessing the power of everyone working together to create positive, lasting change for people in need. *Without you, we could not reach the individuals you work with and unite those who want to make a difference.*

We can’t thank you enough for your time and commitment!

Your Campaign Timeline. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

Six Weeks before Kickoff

* Meet with your United Way team member(s)
* Review strategy and results from last year’s campaign
* Choose campaign dates
* Plan volunteer projects
* Review electronic campaign requirements
* Check/order promotional materials
* Meet with your CEO and/or senior manager to enlist their help in championing the campaign
* Recruit and confirm campaign committee
  + Ensure representatives from throughout the organization
* Determine agenda and training for campaign committees

Four Weeks before Kickoff During the Campaign

* Hold a kickoff event to build enthusiasm for the campaign
* Hold special events for colleagues from every level to make your campaign fun and successful
* Publicize results of the leadership campaign
* Conduct employee solicitation and encourage 100% participation
* Hold giveaways and drawings for those who have returned the pledge form
* Confirm that campaign representatives have talked to all employees
* Follow up with past contributors who have not yet responded
* Report progress to all employees regularly   
  and submit interim progress report to United Way
* Have your first campaign committee meeting
  + Purpose: to help organize and   
    communicate with employees
  + Develop a plan and discuss campaign   
    tactics and timing
  + Explain leadership campaign strategy,   
    leadership giving societies
  + Plan and schedule leadership event
* Check/order campaign materials
* Request agency speaker(s) and/or tours with your United Way team member
* Partner with HR to establish a plan to solicit retirees

Two Weeks before Kickoff

* Work with your United Way team member to create personalized leadership pledge forms
* Have CEO or campaign chair create personal endorsement or support
  + Send to all employees
  + Include in leadership packet
* Have department managers announce   
  the campaign at staff meetings
* Solicit retirees

Wrap Up Campaign

* Work with your United Way team member to develop a strategy for those who have previously given but have not yet responded
* Determine final results and meet with CEO/Campaign Manager to discuss
* Announce total amount raised to employees
* Conduct final meeting with campaign committee
* What worked, what didn’t
* Suggestions for next year
* Thank/Recognize all contributors
* Submit final results to United Way
* Hold thank you event(s)
* Discuss year-round engagement with United Way team member
* Select chairs for next year’s campaign

Discuss implementation plan for the company’s new hires

Discuss the possibility of a rollover campaign

Hold thank you event(s) (link to suggestions

Discuss year round engagement with United Way relationship manager

Select chairs for next year’s campaign

One Week before Kickoff

* Launch campaign communications
* Train and solicit campaign representatives   
  from each department
* Send CEO communication to all employees
* Launch Leadership campaign





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