

## **Employee Campaign Coordinator Basics**

A workplace campaign opens the door to the real work we do—creating relationships with people in the community that lead to a dedicated commitment to LIVE UNITED—caring about the world around us and effecting change in our own way, every day.

Let's start with a message of gratitude for your support and willingness to help us reach our goal of creating whispers of hope for those who need help in the community. We appreciate your time, talent and energy.

Next, here are key steps to guide you:

- Meet with your CEO to learn more about the company's UW history – payroll pledging, corporate match, corporate gift, past contributions
- Recruit co-workers to help; this gets more people involved and adds momentum
- Schedule time with a UWDC staff member or volunteer to learn about the current campaign—volunteer campaign chair, cabinet members, theme, timeline and goal
- Acquire and review samples of the campaign collateral; this will be available on the Web site or from the UWDC office
- Create your own timeline and goal
- Schedule employee meeting, contact and invite UW and/or agency speakers
- Encourage CEO to address employees and ask for their support (make a leadership ask when applicable)
- Publicize and promote the campaign
- Track and report results
- Thank employees for getting involved