

# GIVE. ADVOCATE. VOLUNTEER.

# LIVE UNITED



## CAMPAIGN COORDINATOR CHECKLIST

- Read all campaign materials.
- Mark your calendar with the reporting deadlines.
- Make your increased pledge first. Before asking your co-workers for their campaign pledge, make your own pledge and lead by example. You'll feel even better about your gift.
- Have a fun campaign kick-off event, before you distribute the pledge forms.
- Personally** contact anyone assigned to you, give them their pledge forms, and ask for a contribution. Even if you are holding an online (email) campaign, personally reach out to your co-workers.
- Meet one-on-one with anyone assigned to you and explain the difference they'll make when they support United Way – especially its Community Care Fund. We are all very busy and there are so many misconceptions of United Way, sometimes we just need someone to say this is important to our community and here is why. Why do we especially need Community Care Fund donations, these are undesignated funds? Because these funds are distributed by a group of community volunteers to funds local programs for which a specific need is being met in our community.
- Ask for the gift.
  - Hand each person a personalized pledge form, send them a personal email, or give them a call.
  - Encourage co-workers to give through the convenience of payroll deduction. A donation of \$60 may be hard to give all at one time, but just \$5 a month doesn't feel as hefty – it's like skipping 1 time of a lunch meal out.
- Collect all pledge forms (even those that are not filled out), cash contributions, and checks in time to meet reporting deadlines. Be sure that:
  - All pledge forms are signed.
  - All bill-direct information is correct and signed.
  - All cash and checks are paper-clipped to the pledge forms.
- Encourage employees who haven't pledged to make a decision.
- Turn in all forms, checks, and cash to your campaign coordinator.
- Thank every supporter and each person who took the time to listen.** *Let them know that, on behalf of United Way and all those being helped in our community- "thank you, and know that your gift makes a real difference every day of the year." Be sure to thank those who chose not to contribute, but took the time to listen.*