

Before the Campaign

1. Meet with United Way Campaign staff to review prior year's giving and develop a campaign strategy.
2. Meet with your CEO
3. Establish a campaign goal
4. Establish a committee (if needed)
5. Determine the type of campaign best suited for your company.
 - One on one solicitations
 - Group meetings
 - Combination
 - Leadership/Management
 - Retiree mailing
6. Establish a campaign timetable
7. Publicize campaign
8. Personalize campaign
9. Schedule trainings for solicitors
10. Arrange for speakers (UW staff can arrange)

During the Campaign

1. Kick off your campaign
2. Conduct leadership giving campaign with CEO involvement
3. Schedule employees meetings
4. Follow-up with employees unable to attend
5. Issue progress reports to your UW staff person and your employees (can be done with email blasts, social media, etc.)

After the Campaign

1. Tabulate results and submit Campaign Report Envelope and required forms to UWLC.
2. Thank your committee, solicitors and employees who participated.
3. Draft a letter to be sent from the CEO to recognize committee members and contributors.
4. Evaluate strengths/weaknesses of campaign.
5. Pat yourself on the back for a **JOB WELL DONE!**



Kinghorn Insurance Toys for Tots Toy Drive

Put the **FUN** in **FUN**draising

Incentives

For the employees who make a first-time gift or increase an existing gift, have a drawing for:

- Paid time off
- Jeans day/casual dress day
- Reserved parking spot/Rental of prime parking spot
- Sleep-in passes
- CEO Car Wash
- Extra lunch time
- Weekend getaway at a hotel or resort

Special Events

Set a price to participate or attend and give away prizes.

- Throw a pie/Dunk your boss
- White elephant sale/on-line auction
- Baby pictures contest
- Lunchtime movie with popcorn
- Employee cookbook sale
- Office treasure hunt
- Chili Cook-off
- Toy drive
- School supplies/uniforms

United Way of the Lowcountry
P.O. Box 202
Beaufort, SC 29901-0202



Employee Campaign COORDINATOR Training Guide



Publix employees presenting their corporate campaign contribution



United Way of the Lowcountry, Inc.

10 steps **To A** SUCCESSFUL UNITED WAY CAMPAIGN



CONGRATULATIONS on being selected as your company's Employee Campaign Coordinator. Not only are you providing a tremendous service to your company, but your efforts will also make a huge difference in our community. Our campaign is only successful because of people like you, and our United Way of the Lowcountry staff is ready to assist you in any way possible. Please visit our website at www.uwlowcountry.org for additional resources for your campaign. You may also call our philanthropy staff below:

Beaufort Campaign
2017 Chair: Stephanie Greene
Staff Partner: Michelle Frier
Director of Philanthropy
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Bluffton Campaign
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Hilton Head Campaign
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Jasper County Campaign
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