



Employee Campaign Coordinator Guide 2024



Serving as a Employee Campaign Coordinator:

Thank you for serving your company in this role and helping our community!

Your Goals:

- First, be an advocate for United Way!
- Second, organize and engage employees in United Way of Greater High Point's annual campaign to improve lives and build a stronger community for us all.
- Most importantly! Have fun supporting our community and advocating!

Responsibilities:

- Confirm support from your CEO and Leadership Team
- Develop a strategy and work with United Way Staff
- Form a committee of team members
 - Work together to develop a fun and engaging campaign & timeline
 - Establish a Goal
- Host meetings with United Way staff and agency speakers
 - Coordinate kick-off events
 - Organize special events
 - Encourage employee participation
 - Educate employees about United Way of Greater High Point
 - Share stories of how United Way can assist employees
- Collect pledge forms and donations to tabulate results
 - Provide final reporting to United Way
- *Say, Thank You!*



Questions? Reach out to your United Way Campaign Team:

Call us at the office at 336-883-4127

Visit the Campaign Toolkit at unitedwayhp.com/campaigntoolkits

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