

# Employee Campaign Coordinator Guide

## The Goals

To 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.

## Key Responsibilities

- Develop an effective campaign strategy including dates, goals, etc.
- Coordinate campaign kickoff events
- Encourage employee participation
- Educate employees about United Way of Greater High Point
- Be creative and have fun!
- Remember to say, "Thank you!"



## Your Campaign Checklist

### Prior to the Campaign

- Meet with United Way team member to develop a campaign strategy, timeline and goals, and to obtain campaign materials.
- Meet with your CEO/Leadership to confirm involvement.
- Review past performance & calculate a goal.
- Establish a campaign timeline.
- Publicize the campaign.

### During the Campaign

- Kick off your United Way campaign.
- Kick off your United Way campaign!
- Host employee meetings with United Way representation and agency speakers.
- Show United Way campaign video in person or virtually.
- Follow up with employees unable to attend.
- Organize special events.
- Share your campaign photos and news with United Way of Greater High Point. We will brag about you and your company online!

### After the Campaign

- Gather pledge forms, tabulate results on United Way pledge listing Excel spreadsheet and complete Campaign Reporting envelopes.
- Meet with United Way team member for campaign wrap-up.
- Thank your committee and employees who participated.
- Encourage CEO to thank committee and employees.
- LIVE UNITED all year round!

## You have the tools!

Visit "Campaign Tool Kit" at [unitedwayhp.org](http://unitedwayhp.org) for materials, instructions and promotional items.

Questions? United Way staff is here to help! Call us at 336.883.4127

### Questions? United Way Campaign Team Staff Directory

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