



United Way
of Greater High Point

Guilford County Schools (GCS) Employee Campaign Coordinator Guide

The Goals

To organize and engage school faculty, staff and students in United Way of Greater High Point's annual campaign to improve lives and build a stronger community for all.

Key Responsibilities

- Develop an effective school campaign and student campaign strategies including action plans, dates, goals, etc.
- Coordinate your schools campaign kickoff events.
- Encourage all faculty and staff participation.
- Educate faculty, staff and students 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 UWGHP team members to develop a campaign strategy, timeline and goals, and to obtain campaign materials.

Meet with your school principal to confirm involvement, kickoff date, time and student campaigns.

Recruit a representative from each grade level and department to be on your team.

Gain a working knowledge of the UWGHP ePledge process.

Publicize the campaign.

During the Campaign

Kick off your UWGHP campaign!

Host your kickoff and grade level meetings with UWGHP staff and agency speakers.

Show UWGHP campaign video.

Follow up with faculty/staff unable to attend.

Guide employees through the ePledge process. ([instructions on the back of this sheet](#))

Share your campaign photos and news with UWGHP. We'll brag about you and your company online!

After the Campaign

Gather pledge forms, cash and checks.

Run UWGHP campaign reports, enter pledge forms, tabulate results and complete Campaign Reporting Envelopes.

Meet with UWGHP team member for help during the campaign wrap-up.

Schedule envelope pick-up by 12/04/2020

Thank your committee, faculty, staff and students who participated.

Encourage your Principal to thank committee faculty, staff and students who participated as well.

LIVE UNITED all year round!

You have the tools!

Visit us online at unitedwayhp.org and explore our "GCS Campaign Toolkit" for materials, instructions and promotional items.

UWGHP Campaign ePledge Instructions

Go to: <https://epledge.unitedwayhp.org/epledge.jsp>

Login with your specific login and password sent to you from United Way. As Administrator, you will run several reports.

To run reports, click on the black box to your right: Change to: Administration. Once there, click on ECC Functions. Types of reports you need are listed below:

- Cash Report – run prior to meeting with your Loaned Executive to ensure you collect all cash or checks.
- No Response Report – tells you who has or who has not contributed.
- Response Report - tells you who has pledged.
- Transaction Report – gives you summary of all ePledges entered and/or any paper pledges you entered.

Transaction List

To verify if an employee is listed at your school, key in their name beside Search for Employee. If employee is not found, you can add an employee by filling in the required fields:

- First Name
- Middle initial
- Last Name
- E-mail address – MUST HAVE THIS INFORMATION
- Verify employer is your employer

To manually key in a pledge, continue filling in the rest of information on this page based on donor's wishes.

Disregard the rest of the information and click on + Add at the bottom.

Print your reports and give a copy to your UWGHP Loaned Executive or UWGHP Campaign Staff



United Way
of Greater High Point

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Have a question for our campaign team?

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