



**UNITED WAY**  
Greater High Point

# EMPLOYEE CAMPAIGN COORDINATOR GAME PLAN 2025

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

Employee Campaign Coordinators are the foundation of a successful campaign!

## 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!



## COORDINATOR GAME PLAN:

- 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



**Your United Way Team is here to help! Call us at the office at 336-883-4127**

Visit the Campaign Toolkit at [unitedwayhp.com/campaigntoolkits](https://unitedwayhp.com/campaigntoolkits)

Joe Barnes:	<a href="mailto:joe.barnes@unitedwayhp.org">joe.barnes@unitedwayhp.org</a>
Sara Fowler:	<a href="mailto:sara.fowler@unitedwayhp.org">sara.fowler@unitedwayhp.org</a>
Will Collson:	<a href="mailto:will.collson@unitedwayhp.org">will.collson@unitedwayhp.org</a>
Kate Harwood:	<a href="mailto:kate.harwood@unitedwayhp.org">kate.harwood@unitedwayhp.org</a>
Haley Winstead	<a href="mailto:haley.winstead@unitedwayhp.org">haley.winstead@unitedwayhp.org</a>