MAKE IT EASY. MAKE IT FUN.
CAMPAIGN COORDINATOR GUIDE

MAKING A DIFFERENCE
Campaign coordinators Sonia Nobrega of Yale-New Haven Hospital and Chris Brown of Yale University
KEYS TO A SUCCESSFUL CAMPAIGN

INFORM
Make giving personal and relevant.

• Make your pledge first.
• Read through United Way materials and become familiar with how we change the odds for people in our community. You can find information in this folder as well as at uwgnh.org.
• Invite questions and share stories about how people LIVE UNITED and share your own story too.
• Add special events to your plans to get people excited about the campaign.

ASK
Most people who don’t give were simply never asked. Personal contact and a positive attitude are crucial.

• Start with people who already donate.
• Ask co-workers you know first.
• Encourage payroll deduction. It’s the easiest way to give.
• Challenge donors to increase their giving by small amounts.
• Provide incentives for giving. Not all incentives need to cost money.

THANK
Everyone appreciates being thanked. Be sure to thank them for their participation throughout various stages of the campaign, in addition to thanking them for their actual gift.

• Personally thank donors.
• Display United Way thank you posters throughout your building.
• Have your CEO or company leader send thank you letters to those who contributed.
• Share campaign results with coworkers.
• Samples available at uwgnh.org.

For any questions or help with your campaign, contact:
TOP 5 REASONS TO GIVE TO UNITED WAY OF GREATER NEW HAVEN

1. HELP OTHERS United Way is changing the odds so that every child and family has the opportunity for a good life. We are leading a community-wide effort to improve the lives of those in need. Giving to United Way is the most powerful way to give to your community. Your donation multiplies community impact by combining your gift with gifts from others.

2. MAKE AN IMPACT United Way focuses on three main areas: Education, Income and Health/Basic Needs. If you care about improving schools, helping people attain financial stability, or want to make sure that families have enough healthy food to feed their children, a small investment in United Way’s strategic interventions will make a difference in people’s lives.

3. IMPROVE OUR QUALITY OF LIFE By transforming our schools and creating educational opportunities for those left behind, we can stimulate the local economy, reduce crime and make our region an even more attractive place to live and work.

4. INVEST LOCALLY The money you donate to United Way supports local programs and agencies. Dollars raised in our community, stay in our community to help build a better place for us all to live, work, and raise our families.

5. BE PART OF REAL SOLUTIONS When you invest in your community through United Way, you have the satisfaction and confidence of knowing you are helping to sustain and improve the lives of your friends, neighbors, co-workers, and maybe even your own family members.
YOUR CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

☐ Meet with your CEO and company leaders to confirm their commitment.
☐ Recruit a strong campaign team.
☐ Ask a member of senior management to chair a Leadership Giving campaign.
☐ Consider implementing a new hire and retiree campaign.
☐ Publicize the campaign to educate, build enthusiasm, and inform employees of key dates by using emails, intranet and templates which are available in your campaign tool kit.
☐ Send out an endorsement letter(s), e-mail or voicemail from the CEO.

DURING THE CAMPAIGN

☐ Communicate the official kick-off of your campaign.
☐ Distribute campaign materials as people enter the group meeting(s).
☐ Display United Way posters.
☐ Utilize company leaders to deliver the campaign message.
☐ Make your own contribution to the campaign.
☐ Follow-up personally with anyone who has not yet turned in their pledge form.
☐ Build excitement by sharing progress through email, company newsletter, or intranet.

AFTER THE CAMPAIGN

☐ Complete the campaign report envelope summarizing your results and return to United Way with required forms.
☐ Celebrate success with an event to announce results and recognize those who volunteered and contributed.
☐ Send thank you notes and emails to committee members and employees who participated.
☐ Promote the results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
☐ Recognize loyal contributors who have given to United Way for 10 years or more.
☐ Invite United Way staff in for a “lunch and learn” to share the impact of donations.

Find templates, tips and other resources at CAMPAIGN CENTRAL at www.uwgnh.org

THANK YOU FOR HELPING US CHANGE THE ODDS!