



COORDINATOR WORKBOOK

MIDDLESEX UNITED WAY



Middlesex United Way

WELCOME!

Congratulations on being selected as your company's Employee Campaign Coordinator—we are so excited to get to work with you! As an Employee Campaign Coordinator, you are now the newest member of our hard working team. You are an invaluable partner with Middlesex United Way, engaging your organization in the work of United Way to strengthen lives, help people, and improve community conditions in the fifteen towns in Middlesex County.

This book is your resource for how to prepare, conduct, and conclude your organizations campaign. You will find ideas, strategies, and resources to help make your campaign a success. This is simply a guide. Middlesex United Way staff and Loaned Executive are still here to help in anyway possible!

YOUR CAMPAIGN

My name: _____

Company name: _____

Participation last year: _____ Average gift last year: _____

Number of donors last year: _____ Number of eligible employees: _____

Goals: _____

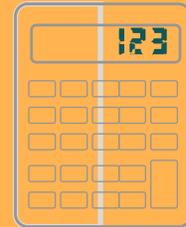
Strategies: _____

OUR IMPACT AREAS



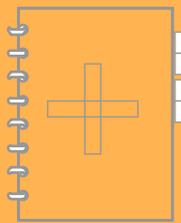
EDUCATION

Middlesex United Way envisions a community where students succeed academically. We invest in kindergarten readiness, family literacy and parent education.



INCOME

Middlesex United Way envisions a community where individuals and families are economically stable. Middlesex United Way focuses on job training & employment supports, basic needs and tax preparation assistance.



HEALTH

Middlesex United Way envisions a community where individuals & families are healthy & safe, & youth & adults avoid risky behaviors. We focus on youth development, support for seniors & people with disabilities, substance abuse prevention & treatment and mental health.



HOUSING

Middlesex United Way envisions a community where individuals and families have safe and affordable housing. We focus on homelessness prevention, emergency shelter, and are working county-wide on the need for safe, decent, and affordable housing for all.

STEPS TO A GREAT CAMPAIGN



1. PREPARE

Read through United Way materials and be familiar with our work in the areas of education, income, health and housing. Visit our website to learn more.



2. INFORM

Your gifts create opportunities for a better life in Middlesex County. Show your colleagues how our work is local and relevant to them.



3. ASK

Most people don't give simply because they were never asked. Personal contact and a positive attitude are critical to your campaign's success.



4. THANK

A thank you goes a long way. There are many ways you can thank donors for their participation during the campaign such as handwritten notes from you and/or your CEO, hang thank you posters throughout your building and thank people personally at your wrap-up event.

YOUR CAMPAIGN CHECKLIST

1 BEFORE THE CAMPAIGN

- Involve your CEO and company leadership. Recruit and train your team.
- Develop and organize your plans and strategies for the campaign.
- Promote leadership giving (gifts of \$1,000 or more).
- Promote and publicize your campaign. Use existing meetings and United Way's communications and promotional materials. If you need something, please ask us. We're happy to help.

2 KICK-OFF WEEK

- Hold a kick-off event and group meetings. Invite guest speakers to share their stories—United Way can help arrange this.
- Show the Middlesex United Way campaign film.
- Distribute pledge forms and let everyone know when and where to return them.
- Make special mention of those who have been loyal contributors to United Way for 10+, 15+ and 20+ years.
- Promote incentives for various levels of giving or increases in giving.

3 MID-CAMPAIGN

- Follow up personally with anyone who missed the group meeting.
- Report results as you get them so everyone can see how the campaign is going.
- Continue to promote campaign activities through email, company newsletter, or intranet.

YOUR CAMPAIGN CHECKLIST

(CONTINUED)

4

AFTER THE CAMPAIGN

- Send thank you notes and emails.
- Celebrate success with an event that recognizes new supporters and loyal contributors.
- Implement a New Hires program to give new employees a chance to donate. Also ask employees who are leaving if they would like to fulfill their pledge.
- Add a link on your company's website and/or intranet to www.211ct.org so that employees and customers know where to turn for help.
- Subscribe to the Middlesex United Way e-newsletter at www.middlesexunitedway.org/subscribe to stay up to date on how your contributions are making a difference.
- Encourage coworkers to visit our website to find year-round volunteer opportunities or to get involved with the Women's Initiative or the Young Leaders Society.
- Follow Middlesex United Way on social media. You can find us on Instagram, Twitter and Facebook.
- Please reshare our content, and let us know if we can help craft your United Way story. Reach out to Manny Martinez at manny.martinez@middlesexunitedway.org any time for feedback & guidance!
- Be proud of your work!** Thousands of local community members will be supported by your decision to volunteer your time and energy to our campaign!

MAKE IT FUN!

It is so important to recognize employees during the campaign for their participation. Throughout the years, we have learned from many companies that it doesn't have to cost a lot of money to make employees feel special and thanked. Here are some examples, but please feel free to be creative and find ways that work within your organization that can reward employees for the good they are doing.

PRIZES AND OTHER INCENTIVES

- Pizza party
- Casual Fridays
- Minute to Win in
- Golf Putt
- Flower Sale
- Popcorn Sale
- Balloon Pop Surprise
- Dunk Tank

PRIZES AND OTHER INCENTIVES

- Karaoke Contest
- 50/50 Drawing
- Lunch with CEO
- Executive lawn services
- Silent Auction
- Tailgate Party
- Picnic
- Bake Sale
- Barbecue Party

CREATING A GREAT CAMPAIGN ON A BUDGET

It takes very little overhead to have a great campaign within your company. There are various creative ways to spread Middlesex United Ways message and encourage employees to donate. Here are some simple and easy-to-execute ideas to get you started:

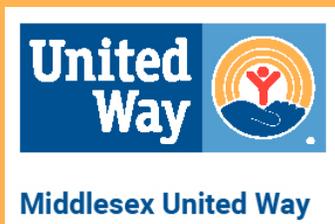
- Create Awareness via email by playing email BINGO.
- Host a Lunch-and-Learn during employees breaks.
- Invite a Middlesex United Way partner agency to speak to employees.
- Play Middlesex United Way-themed trivia before/after a company meeting.
- Host events such as an ice cream social, potluck, chili cook-off, and a shave the boss fundraiser.
- Offer incentives such as prime parking spaces, "sleep in late" coupons and a work from home pass.

NEED MORE HELPFUL RESOURCES?

Visit middlesexunitedway.org/campaign-toolkit

STAY CONNECTED WITH US!

Like us on Facebook, Connect with us on LinkedIn, Follow us on Instagram & Twitter!



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