



BUILDING A
VIBRANT COMMUNITY

TOGETHER

2016 CAMPAIGN COORDINATOR'S GUIDE



United Way
of Jackson County

www.uwjackson.org

LIVE UNITED

United
Way



A VISION FOR JACKSON COUNTY – MADE REAL BY YOU!



Ken Toll
President & CEO

*This year marks an important evolution in the work of United Way. We are placing greater focus on addressing poverty and financial stability in Jackson County. Our vision is to create a **community rich in opportunities to eliminate poverty and allow all people to achieve financial stability and success.** Our bold step toward that vision is ensuring 5,000 Jackson County residents develop a pathway to financial success by 2025. With your hard work and commitment, we'll be able to tackle the many complex factors in education, income, health and supports that afflict families. We're grateful for your willingness to **GO ALL IN** to build a vibrant Jackson County.*

Need campaign materials?
We've got 'em for you!

Download them now from
the Campaign Central page
on our website,
www.uwjackson.org



A FEW CAMPAIGN IDEAS

Hold a kickoff event. Host an employee rally, offer a free or reduced-price lunch, hold an ice cream social, sponsor a talent show, host an employee car show, hold a carnival ... or come up with your own unique kickoff activity!

Sponsor fun events throughout the campaign. These can include costume days, book drives, casual days, themed lunches, employee parades and much more.

Organize a Day of Caring project. **Take groups of employees to a local United Way partner to do a service project – painting, office work, reading to kids, etc.**
Contact our Volunteer Center for details.

Bring United Way to your workplace. Have representatives of United Way and our partner agencies share their work at employee meetings, at information tables in break rooms and at campaign events.

Offer incentives. Drawings and giveaways add a little extra excitement to the good feelings that come with giving to United Way.

Make it visible. Use posters, flyers, table tents, emails, employee art contests and other promotional tools to keep up awareness of the campaign

How To Run a GREAT Campaign!



Recruit

- **Gather a team** of creative, enthusiastic co-workers who can help you plan an effective campaign.
- **Engage a diverse group of employees** for additional support throughout your campaign.
- Be sure to **get company leaders involved**. They can directly encourage support and thank those who give.

- Find creative, inspiring ways to **tell people how United Way changes lives** and how they can be involved.
- **Face-to-face meetings** are the most effective way to engage employees. We can help you do this!
- Use activities and communications, from emails to special events to **keep the campaign front and center**.



Create

- Establish a **fun, focused campaign plan**. Include a theme, exciting activities, clear goals and a set timeline.
- Make **sure all employees have an opportunity to participate** in the campaign.
- **Communicate regularly** before, during and after your campaign. It helps people feel engaged!



Connect

- **Ask employees to give**. (Fact: A big reason why some people don't give is because they aren't asked!)
- **Hold fundraisers** to generate additional support and to get employees excited.
- Make sure you **thank employees** for their support! (A personal "thank you" can be as important as prizes.)



Invite



“Thank you” are two of the most powerful words we speak. We can say it in many ways – but it’s important to make sure we say it. So we say it to you! And we hope you’ll say it to your co-workers – that we appreciate their support, and that every dollar they give makes a difference.

COMMUNITY INVESTMENTS – 2015



* UWJC is a fiduciary for all of Central Michigan 2-1-1's nine-county service area. United Ways in the other eight counties pay UWJC for their community's usage.

Visit us online for stories about how your support for United Way is changing lives in powerful, meaningful ways!

www.uwjackson.org

WE'RE HERE TO HELP!

All of us at United Way appreciate your hard work, dedication and commitment to transforming our community! That's why we're ready and willing to answer your questions, provide speakers for employee meetings, make campaign materials available, or just be a sounding board for your great ideas! Contact us:

Beth Shafer
Director of Resource Development

517-796-5119
bshafer@uwjackson.org

Marc Daly
Campaign Manager

517-796-5124
mdaly@uwjackson.org

Margaret Grose
Labor Liaison

517-796-5121
mgrose@uwjackson.org

Stephanie Schiro
Volunteer Center/Community Resources

517-796-5120
sschiro@uwjackson.org

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