

EMPLOYEE CAMPAIGN COORDINATOR RESOURCE GUIDE

UNITED WAY
Warren County

MISSION & VISION

MISSION

To improve the lives of others by connecting people, organizations and resources to meet the needs of the community.

VISION

A thriving community where everyone can access essential resources, fostering hope and opportunities for all individuals to achieve their fullest potential.

ABOUT AN EMPLOYEE CAMPAIGN COORDINATOR

1 **What is an Employee Campaign Coordinator?**
An Employee Campaign Coordinator, or ECC, serves as the liaison between United Way and our Partner Companies.

2 **What is an ECC's role at the company?**
An ECC helps to oversee and champion the Annual Campaign within your company.

3 **What is the benefit of serving as an ECC?**
Serving as an ECC allows you the opportunity to create a campaign that best fits your work culture.



GUIDE TO KEY MATERIALS

1

PLEDGE FORM

Pledge Forms are used to collect and document information and pledges from individuals. This form is essential for planning, tracking, and acknowledging the contributions. This document is available to print or fill out online as a fillable pdf.

2

PLEDGE ENVELOPE

Pledge Envelopes are a great way to track donations as they come in. It allows you to keep pledges in one place for an easy and seamless ECC experience.

3

PARTNER AGENCY DOCUMENT

The Partner Agency Document includes information about the Agencies that we support and the work that they do. This is a great tool to share with employees, so they are able to see how their contributions are being invested within Warren County.

4

KICKOFF IDEAS

We have created a document to give you fun and incentivizing Campaign Kickoff Ideas. Feel free to create your own tools and be sure to share them with us. The annual Campaign is a great time for team building while promoting a spirit of giving within our community.

ECC CHECKLIST

- [ ] **1. Learn About United Way of Warren County**
  - Visit our website at uwwcoh.org
  - Speak to your UWWC account manager
- [ ] **2. Develop Your Campaign Plan and Set Goals**
  - Develop your timeline and budget
  - Tailor events to an overall theme to make it fun and exciting
  - Utilize the Campaign Kickoff Ideas document to help plan
- [ ] **3. Promote and Publicize your Campaign**
  - Communicate activities and timelines with your colleagues to build excitement around the campaign
- [ ] **4. Kickoff Campaign**
  - Host your formal campaign kickoff
  - Distribute Campaign Pledge Forms and materials either paper copy or digital
- [ ] **5. Wrap up Campaign & Thank You's**
  - Send final reminders to employees and collect pledge forms
  - Make a copy of pledge forms - 1 for your payroll department and 1 for us
  - Tally all pledges with the Campaign Report Envelope and drop off or mail to us
  - Thank everyone who participated in the annual campaign

CONTACT US

If you have any questions or experience any problems, please feel free to reach out to us!

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