

GET
STARTED

GET CONNECTED

- Attend a free Campaign Coordinator training.
- Contact United Way of King County at 206-461-3700 and ask to be connected to the engagement officer or engagement coordinator (formerly loaned executive) to help you plan and execute your workplace campaign.
- Bookmark uwkc.org/cc for all the campaign resources you need.
- Talk to senior-level management about developing a budget for the campaign, speaking and attending campaign events, and starting a matching program for employee gifts.



Stay in the know!
Subscribe to United Way's
e-newsletter. Subscribe by going
to uwkc.org/live-united-signup

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RECRUIT YOUR TEAM

- Ask your United Way contact about setting up an online giving portal to give employees a way to donate. (Paper forms are no longer available.)
- Recruit a campaign committee that includes people from all departments, labor unions and retiree groups. Encourage your team to attend Campaign Coordinator training with you.
- Recruit colleagues with influence, long-time donors and United Way Emerging Leaders 365 and Change Makers to your team.
- Ask your United Way staff contact to attend your campaign planning meetings.

TALK IT
UP

DEVELOP A CAMPAIGN PLAN

- Create a campaign timeline and set campaign goals for donations, participation and Change Maker donors (\$1,200+).
- Get tons of resources at uwkc.org/cc, such as email templates, educational games and tangible examples of what your donations are helping to accomplish.
- Consider incentives that can increase participation.
- Involve your team members to accomplish specific tasks.
- Plan some special events, lunch and learns, and volunteer activities that can help to engage more employees in learning, giving and having fun.

GAME ON:
TIME
FOR FUN!

MAKE IT FUN

- Use social media like Facebook, Twitter, Instagram and LinkedIn to keep it light and reach more people. Use @UnitedWayKC to connect your tweets, posts and photos to United Way.
- Get young professionals at your company involved! United Way Emerging Leaders 365 are young professionals who want to have a year of impact. Check out the events, volunteer opportunities and other resources at uwkc.org/emergingleaders.
- Hold raffles, auctions, contests and other special fun activities to increase participation and giving. Your United Way staff can provide some ideas.

GAME ON:
TIME
FOR FUN!

MAKE THE ASK

- Make a personal gift to United Way, and encourage your team to give too. It's easier to ask if you've already given!
- Encourage and provide incentives for Change Maker donations at the \$1,200+ level. Donations at this level will be recognized in the community and give donors unique opportunities to learn about solutions to community problems and celebrate generosity.
- Host a kickoff event and invite all staff.
- Ask everyone to give and provide them the link to the giving portal.
- Explain how people can participate in campaign activities.
- Provide weekly updates to employees about the progress of your campaign.
- Announce and celebrate the campaign results.

FINISH IT
UP

CONDUCT A THOROUGH CAMPAIGN WRAP-UP

- Schedule a wrap-up meeting with your United Way staff person to evaluate the campaign and turn over cash or check donations.
- Report final totals to your employees.
- Thank everyone.
- Congratulate yourself and your committee for a job well done.