



GRANITE UNITED WAY

Employee Campaign Coordinator Guide



Granite United Way

RUNNING A UNITED WAY CAMPAIGN



WHO

A designated Employee Campaign Coordinator (ECC) from your team to lead your organization and join hundreds of local companies in running United Way campaigns to support our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns are usually 2 weeks long and can be virtual, in-person, or both. Employees can easily donate to United Way or their favorite nonprofits and participate in engaging activities.

WHERE

Donations given during your United Way campaign support Granite United Way initiatives that help our neighbors to Learn, Earn & Be Healthy, as well as over 850 nonprofits in New Hampshire & Windsor County Vermont. Your donations stay local.

WHEN

Granite United Way partners with organizations year-round to engage their employees in supporting the local community. Most workplaces run their campaigns between September and December

WHY

In running a United Way campaign, you and your team members are helping to fight for the health, education, and financial stability of every person in our local community. When you run a campaign, your employee's donations are combined with over 22,000 other donors to directly support this work in our community.

HOW

You can run your campaign online, using paper pledge forms, or a combination of both. United Way staff can help you get started when the timing is right for you!

FAST FACTS

- Granite United Way invests in programs and community-wide initiatives that are focused on key community issues like health, education, and financial stability.
- In the past year, Granite United Way has delivered \$13 million to empower local communities, helping over 500,000 individuals. Over 850 nonprofits benefit from annual efforts with 3,000 volunteers engaged and \$250K invested in grassroots partnerships addressing an equity gap.
- Granite United Way convenes resources, volunteers, experts, and other service providers to create solutions that go beyond short-term fixes and create lasting change.
- Employees can donate with their paychecks via payroll deduction, credit card, checks, stock, or by request for billing. We make it easy for your employees to give!
- Campaign activities include raffles, competitions, volunteer projects, pie in the face and so much more!



@GraniteUnitedWay
GraniteUW.org



WORKPLACE CAMPAIGN CHECKLIST



Granite United Way

Before the Campaign

Target Date

<input type="checkbox"/> Secure CEO/senior management support.	
<input type="checkbox"/> Review the previous campaign's performance, opportunities, and challenges.	
<input type="checkbox"/> Determine your participation goal, monetary goal, and incentives.	
<input type="checkbox"/> Recruit a team to help with the campaign; assign tasks.	
<input type="checkbox"/> Meet with your campaign team to discuss campaign strategies and develop a calendar of events. We encourage you to include a volunteer activity.	
<input type="checkbox"/> Determine your campaign plan and time frame.	
<input type="checkbox"/> If you're using ePledge, complete the ePledge survey & review the campaign emails.	
<input type="checkbox"/> Schedule your kickoff, Granite United Way speaker, and any special events.	
<input type="checkbox"/> Promote the campaign and distribute your calendar of events.	
<input type="checkbox"/> Send a campaign kickoff email from your CEO endorsing the campaign.	
<input type="checkbox"/> Invite retirees to your kickoff event.	

During the Campaign

Target Date

<input type="checkbox"/> Hold kickoff event with a Granite United Way speaker.	
<input type="checkbox"/> Ensure all employees have access to campaign materials and giving platforms. For employees without email access, provide paper pledge forms or a QR code for online giving.	
<input type="checkbox"/> Hold a leadership giving (\$1,000+) or loyal contributor (10+ year donors) event.	
<input type="checkbox"/> Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.	
<input type="checkbox"/> Conduct special events, lunch and learn sessions, and other activities.	
<input type="checkbox"/> Monitor your progress towards your goal.	
<input type="checkbox"/> Remind individuals who have not pledged to consider making a gift.	
<input type="checkbox"/> Send reminders about campaign events, incentives, and deadlines.	

After the Campaign

Target Date

<input type="checkbox"/> Ensure all pledges are received.	
<input type="checkbox"/> Follow up on any corporate contribution or employee match.	
<input type="checkbox"/> Calculate the results, review results with your committee members, and prepare final report for your Granite United Way contact.	
<input type="checkbox"/> Announce results to all employees.	
<input type="checkbox"/> Post campaign photos on your corporate social media networks.	
<input type="checkbox"/> Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
<input type="checkbox"/> Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a Granite United Way representative.	

After the Campaign

Target Date

<input type="checkbox"/> Keep employees updated on Granite United Way activities.	
<input type="checkbox"/> Include Granite United Way information & a pledge sheet with new employee packets.	
<input type="checkbox"/> Promote volunteer opportunities.	
<input type="checkbox"/> Share success stories.	
<input type="checkbox"/> Host a collection drive for your local food pantry, schools, or homeless shelter.	
<input type="checkbox"/> Monitor your progress towards your goal.	

SAMPLE CAMPAIGN SCHEDULE

DAY 1 | CAMPAIGN KICKOFF

Host a company-wide kickoff to share the importance of Granite United Way! Include speakers from company leadership & Granite United Way. Granite United Way can also provide videos to play at the kickoff.

TIP: Incentivize employees by providing food and/or raffling off a prize to attendees.

DAY 3 | CAMPAIGN ACTIVITY (EX: TRIVIA)

Compete in a quiz about coworkers, your company, Granite United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

DAY 5 | VOLUNTEER DAY

Encourage employees volunteer with a kit pack activity, collection drive, Lunch, Learn + Do or by heading out to a nonprofit partner to volunteer. Granite United Way can help plan this **volunteer activity**.

DAY 8 | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

DAY 10 | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

THROUGHOUT CAMPAIGN | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

Communicate Daily

- Ask employees to share why they give
- Share success stories and videos
- Check out our on-line [Campaign Toolkit](#) for more campaign materials.

Helpful Links

- [Campaign Theme Ideas](#)
- [Incentive Ideas](#)
- [Fundraising Ideas](#)