

YOUR CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

- ☐ Meet with a United Way representative to review last year's campaign.
- ☐ Meet with your CEO to confirm his/her commitment.
- ☐ Recruit a strong campaign team.
- ☐ Develop strategies, a timeline, and goals for this year's campaign.
- ☐ Contact United Way to arrange for a speaker at group meetings.
- ☐ Plan a Leadership Giving campaign and ask a member of senior management to serve as chair.
- ☐ Consider implementing a new hire and retiree campaign.
- ☐ Publicize the campaign to educate, build enthusiasm, and inform employees of key dates by using emails, intranet and templates which are available in the campaign tool kit at www.graniteuw.org
- ☐ Send out an endorsement letter(s), email or voicemail from the CEO.
- ☐ Other _____

DURING THE CAMPAIGN

- ☐ Communicate the official kick-off of your campaign.
- ☐ Distribute campaign materials as people enter group meetings.
- ☐ Display United Way posters.
- ☐ Make your own contribution to the campaign.
- ☐ Recognize Loyal Contributors who have given to United Way for ten years or more.
- ☐ Ask Loyal Contributors to share their personal story with colleagues or highlight some stories in correspondence.
- ☐ Follow up with anyone who has not turned in their pledge form.
- ☐ Build excitement by sharing progress with employees.
- ☐ Other _____

AFTER THE CAMPAIGN

- ☐ Complete the campaign report envelope summarizing your results and return to United Way with required forms, checks and credit card information as soon as possible.
ALL CREDIT CARD INFORMATION MUST BE DELIVERED TO UW BY DEC. 15 TO ENSURE A CURRENT YEAR TAX RECEIPT.
- ☐ Hold an event to wrap up the campaign, announce results, and recognize those who volunteered and contributed.
- ☐ Draft a letter from the CEO to thank committee members, solicitors and employees who participated.
- ☐ Promote results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
- ☐ Display United Way thank you posters.
- ☐ Evaluate your campaign's strengths and weaknesses and make recommendations for possible improvement next year.
- ☐ Other _____



Granite United Way

THANK YOU FOR YOUR COMMITMENT TO GRANITE UNITED WAY!

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CONNECT WITH US!

www.graniteuw.org



THERE'S A WAY TO STAND UP FOR
YOUR FRIENDS... YOUR NEIGHBORS... YOUR COMMUNITY

THIS IS YOUR GUIDE TO TAKING ACTION
AS AN EMPLOYEE CAMPAIGN COORDINATOR



EVERYONE HAS SOMETHING TO GIVE.
LIVE UNITED 
Granite United Way

YOUR ROLE AS A CAMPAIGN COORDINATOR

THE GOAL

To encourage your co-workers to participate in creating a stronger community by planning, organizing and coordinating a successful campaign within your workplace.

KEY RESPONSIBILITIES

- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers to assist you.
- Coordinate your company's kick-off and recognition events.
- Encourage Leadership Giving (\$1000+) in your campaign.
- Educate your co-workers about United Way and how we make positive changes in the community in which you live and work.
- Attend United Way kick-off and celebration events and invite your co-workers.
- Invite everyone to give. Set an example by making a gift yourself.
- Make your company campaign fun!
- Thank your donors and volunteers.

MAKE IT FUN!

Put more enthusiasm into your campaign by using these fun themes and incentives:

Possible Themes

- American Idol
- Dancing with the Stars
- Mardi Gras
- Sports
- Oktoberfest
- Carnival

Possible Incentives

- Friday Jeans Day
- Prime Parking Pass
- CEO Car Wash
- Sleep In Pass
- Movie Pass
- Sporting Event Tickets

WHAT DOES IT MEAN TO LIVE UNITED?

It means working together to reach our mutual goals as a community. In your role as a United Way Employee Campaign Coordinator, you have an opportunity to take a stand on behalf of our community and inspire others to take action.

You are not alone - we are with you every step of the way.

Visit our website at www.graniteuw.org to gather ideas and find resources available to you in the Campaign Tool Kit. Learn more about LIVE UNITED as a philosophy and as a way to live each moment of your day.

Can't find what you are looking for? Contact us and we'll be happy to help!

Special Event Ideas



Special events can add fun and excitement to the campaign.

The possibilities are limitless!

- Company-wide Bake Sale
- Cutest Baby Picture Contest
- Company Car Wash
- Employee Cookbook
- Ugliest Tie or Earring Contest
- Cubicle Decorating Contest
- Silent Auction
- Executive Dunking Booth
- Creative Basket Contest & Auction
- Office Olympics
- Chili Cook-Off
- Penny Wars
- Jeans Day
- Ice Cream Social
- Pumpkin Carving
- Mini-Golf Tournament
- Softball or Kickball Game

HOW DO I TALK ABOUT LIVE UNITED?

Granite United Way is working to advance the common good by focusing on the building blocks for a good life, education, income, and health.

Advancing the Common Good

Advancing the common good means creating opportunities for a better life for all. When we reach out a hand to one, we influence the condition for all. We all win when a child succeeds in school, when families are financially stable, and when people have good health.

Education, Income & Health

There are basic things that we all need for a good life: a quality education that leads to a stable job, income that can support a family through retirement, and good health.

Lasting Changes

United Way is working to make long-lasting changes by addressing the underlying causes of problems.

LIVE UNITED, A Call To Action

Be part of the change. There are a lot of people out there who want to change things for the better, and we're inviting them to join us. You can Give, Advocate, and Volunteer - and in doing so, help make things better for all of us. It takes everyone in the community working together to create a brighter future.



GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 