



WHO WILL FIGHT FOR A BETTER LIFE FOR ALL IN OUR COMMUNITY? TOGETHER WE WILL.

Dear Campaign Coordinator,

Thank you for giving your time, energy and passion to take on a very important role in your community.

United Way of Northern California connects people who want to make a difference in our community with people who need help the most. An investment in our organization means more financially stable families, more students better pre-pared for the first day of school, healthier children and seniors and increased access to basic needs such as food, shelter, medicine, transportation and disaster relief.

Together, this year, we can surround or most critical community needs and UNITED We Win.

Campaign Coordinator Role

Campaign Coordinators engage co-workers in building a stronger community by planning, organizing and coordinating.

- Work closely with leadership
- Develop and effective campaign plan
- Make the campaign fun
- Thank donors and volunteers

Campaign Coordinator Benefits

- Career Building Skills
- Networking Opportunities
- Recognition within your organization
- Deeper knowledge of community

CAMPAIGN CHECKLIST

BEFORE

- Meet with your United Way Staff to review and begin planning
- Set campaign dates and goals
- Develop strategy to achieve those goals

Recommended

- Recruit a campaign committee to help
- Plan a Kick-Off event
- Discuss participation incentives

DURING

- Send email endorsing campaign
- Place posters etc. around office
- Host UW presentations
- Ask 100%
- Follow up emails promoting
- Collect all pledges

Recommended

- Host Kick-Off event

AFTER

- Communicate UW's impact
- Host thank you meeting
- Update employees on UW volunteer/event opportunities

Help and Resources

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