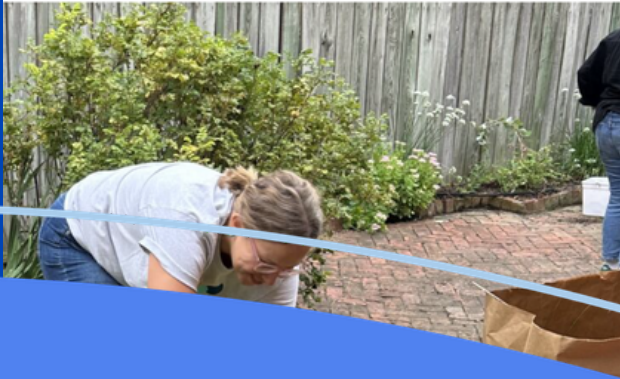
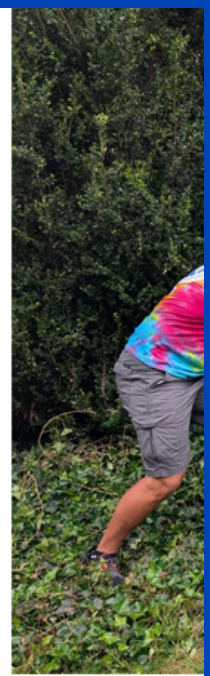




2026-2027 CAMPAIGN COORDINATOR GUIDE

United Way of Lancaster County
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Lancaster, PA 17601
717.394.0731
UWLanc.org



UNITED WAY
Lancaster County

About United Way of Lancaster County



Since 1925, United Way of Lancaster County has brought people together to solve our community's most pressing challenges. We unite donors, volunteers, businesses, nonprofits, and community leaders around shared goals that create lasting change.

Mission: To advance the education, economic mobility, and health of our community by mobilizing resources, people, and organizations.

Vision: An equitable Lancaster County where every individual has an opportunity to succeed, and the entire community thrives as a result.

Your United Way Campaign Relations Staff

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10 Steps to Success



1. Know your United Way
 - a. Become familiar with United Way's role in the community, visit the website (www.uwlanc.org) and follow us on social media
 - b. Understand how United Way's programs and funding make a meaningful difference in Lancaster County
2. Involve your CEO / Leadership Team
 - a. Meet with your CEO to discuss the objectives and goals of the workplace campaign
 - b. Topics to discuss:
 - i. Employee Volunteerism – paid time off for a Week of Caring project or other type of volunteer opportunity
 - ii. Workplace Campaign
 1. Short United Way presentation to all employees or to a group of leaders
 2. Budget for campaign incentives, events, other perks
 3. Kick-off and/or celebration event
 - c. Demonstrate your CEO's support with an endorsement letter to all employees and retirees
3. Develop a strong campaign team
 - a. Invite coworkers from as many levels as appropriate: management, communications/PR, accounting, organized labor, professional/ technical staff, support staff, hourly/part-time staff, and retirees
 - b. Ask your CEO to appoint a Company Campaign Chair (typically a member of senior leadership) who will assist with planning and implementing the workplace campaign

- c. Seek ways to include your company's high-level and longtime donors
4. Plan your campaign
 - a. Establish a campaign time line and determine your theme
 - b. Set a goal to increase employee giving total, average gift per donor, number of \$1,000+ donors, and/or number of donors
 - c. Develop an incentive plan to support objectives. If you're trying to increase the participation rate, consider offering an incentive for new first-time donations; if you're trying to increase overall giving, an incentive for folks who increase their gift can help
 - d. Purchase or obtain incentive prizes from vendors, employees, etc.
 - e. Select dates and reserve rooms or send virtual links for campaign presentations
 - f. Plan kickoff event and activities
 - g. Check United Way of Lancaster County's Campaign Coordinator Toolbox at UWLanc.org/Campaign-Toolbox for e-mail templates, sample CEO support letters, artwork for payroll stuffers and posters, event ideas, and other tools to make your campaign a success!
 - h. If interested in online giving instead of paper pledge forms, schedule a Give At Work demonstration with your United Way Campaign Relations staff
5. Review your last campaign
 - a. Meet with your United Way Campaign Relations staff member to discuss results from the 2025-2026 campaign, new campaign strategies, and best practices to achieve success
 - i. Confirm your total number of employees
 - ii. Confirm your total dollars raised
 - iii. Determine your average gift and number of donors
 - b. Identify current and potential \$1,000+ donors for solicitation
 - c. Schedule thank you/solicitation event/presentation to recognize past donors
 - d. Establish campaign goals:
 - i. Solicit 100% of employees
 - ii. Increase dollars raised (by \$X)
 - iii. Increase number of donors (by X) or maintain 100% participation
 - iv. Increase number of \$1,000+ donors (by X)
6. Promote your campaign
 - a. Display United Way posters and materials wherever appropriate (our toolkit has digital versions and hard copies are available from your Campaign Relations staff member)

- b. Announce campaign and campaign team in your company newsletter, through your company's e-mail/intranet messages, and on your bulletin boards
7. Conduct your campaign
 - a. Coordinate employee and leadership meetings with your United Way representative
 - b. Send your CEO's endorsement letter to all employees
 - c. Conduct a kickoff event that includes your CEO
 - d. Hold activities, special events, and fundraisers (check out our virtual event ideas in our special event packet)
 - e. Communicate the details of your campaign to all employees through email/intranet/etc.
8. Ask for the gift - Research proves that people give because they are asked. If your colleagues are not asked to give, they may not give. Success depends on the ask. There are several ways to do this:
 - a. Group Solicitation- This is the easiest way to ask for a gift. Virtually or physically assemble your colleagues by department or shift; present our campaign video; invite your CEO or other key employees and a United Way representative to speak (we're happy to!); distribute pledge forms
 - b. One-to-One Solicitation - This method allows for a personalized approach and allows you to reach employees who cannot attend group meetings.
 - c. Outreach to Retirees - Send a letter from your CEO, a pledge form, and a return envelope to retirees asking for their participation... retiree gifts can be included in your campaign results
9. Wrapping up
 - a. Collect ALL pledge forms; check for completeness (calculations, date, signatures, etc.)
 - b. Download all reports from the Give at Work portal (if applicable)
 - c. Distribute incentives; publicize winners
 - d. Report your results to your United Way Campaign Relations staff member using the Pledge Summary Report
10. Thank all investors for your campaign success



UNITED WAY
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Year-Round Engagement



Many people hear about United Way only once a year- when they are asked to give. There are a variety of simple ways to share information about the value of United Way in our community, including resources available to your co-workers who may need assistance.

Communications:

- Communicate to employees the impact of their contributions (Campaign Relations staff can help with this)
- Promote the United Way website and social media pages
- Utilize payroll stuffers, posters, and newsletters; use or adapt United Way campaign materials
- Include information about your United Way campaign in your new employee orientation process

Volunteerism:

- Plan year-round volunteer opportunities (our Volunteer Center can help arrange)
- Recruit a volunteer team for United Way's annual Week of Caring in early September

Events:

- Attend United Way's 211 Day in February to learn more about how 211 supports human service needs in Lancaster County
- Have a team in the annual United Way trike race. Traditionally held the first week of May, this afternoon of fun and competition helps to fund the essential programs and services supporting ALICE families in Lancaster County
- Attend United Way's annual United in Impact in the fall to help celebrate United Way's impact in the community



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SPECIAL EVENT IDEAS



Make your campaign fun and memorable...it's easy to do! Even workplace campaigns with limited time and no budget can be fun for everyone. Here are some proven ideas to put fun into your campaign. By increasing awareness and excitement around United Way of Lancaster County's annual workplace campaign, you can increase the impact your company is making in our community!

Auctions, Raffles and Sales

Basket Auction - Ask each department in your organization to sponsor, create, and fill a theme basket (spa, chocolate, golf, cooking, movie night, etc.). The baskets are then auctioned off with all proceeds donated to United Way.

White Elephant Sale - Have items in storage you don't use? Gifts you never returned? Donate them to the sale or conduct a gift exchange. Your trash is someone else's treasure! If your company is updating their branding and you have a supply of old logo items, host a sale of the old "goodies" with all proceeds to United Way. See the photo above from Armstrong World Industries as an example.

Raffle - Raffle off an extra vacation day, a preferred parking space, lunch with the boss.

Have employees pay a flat amount to be entered into this raffle (\$10-\$50). For consistent funding, this could be done monthly with employees paying a small amount to re-enter themselves into the drawing each month.

Casual Day for United Way - Employees pay for the opportunity to dress casually or silly for a day. Variations include: "Silly Hat Day," "Sport Team Day," or "Ugly Shoe Day."

Food Competition or Sale - Ask employees to bake their favorite cookies or other goodies. Sell plates of treats to employees and charge an additional fee for the recipe. Or hold a chili cook-off where employees pay a fee to enter their best chili in a competition... employees pay to taste and judge with a prize to the winner with the most votes.

Fun Outdoors

Car Show - Charge employees to have their car entered into a car show in your parking lot. Employees pay to vote for their favorite car.



Car show at High Companies

Fitness Challenge - Host a virtual or actual 5K. Have employees pay a flat entrance fee to participate. Set a timeframe for the virtual 5K (ex. specific weekend) or all at the same time (ex. Saturday or Sunday morning). Everyone is in charge of creating their own route. An actual 5K could be held on your company property. Offer creative prizes for entering, such as a 5K participant t-shirt or a goodie bag.

Hold a step challenge for one month, with a prize for the person with the most steps achieved.

Tricycle Race - Conduct a tricycle race around your building or parking lot using children's tricycles. Entrants decorate their bikes and are awarded for most tricked-out trike. Have the staff place money on the one they think is going to win. We can loan our tricycles!



Car Wash - Hold a car wash in your parking lot with members of your leadership team washing cars. Set a minimum fee for employees to get their cars washed, with all proceeds benefiting United Way.

Ways We Can Help

Borrow our equipment - To help make your event a success, reach out to your contact at United Way to see how we can assist. We are happy to loan out tablecloths, pull up banners and maybe even share some swag you can give away. Additionally, we have up to six tricycles available for you to borrow for your own races.

Make Credit Card an optional pay type - We can create a special credit card donation page on our website for you, based on what you are selling. For example, we can make \$5 or \$10 the default for raffle tickets or make digital "buttons" for your sale items with the default price.

Credit Card Donation Page



Thanks for participating in this special event! Fill out the form below to make a payment with a credit card.

One-Time

\$3	\$5
\$10	\$20

Connect you with coordinators who have done your event before - If we know of another company that has done the same event previously, we are happy to connect you with someone that can give you tips and tricks for a successful event.