

# 2024-2025 CAMPAIGN COORDINATOR GUIDE



## YOUR GUIDE FOR A SUCCESSFUL WORKPLACE CAMPAIGN

### United Way of Lancaster County

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## 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.**

## Our Values:

- Collaboration – We will work together with others toward a common goal.
- Compassion – We will treat everyone with decency and empathy.
- Empowerment – We will use our collective knowledge, skill, confidence and authority to be an agent for change.
- Innovation – We will take action to create ideas and execute them.
- Integrity – We will honor our commitments and own our actions.
- Respect – We will appreciate diverse perspectives; treat all ideas as valuable; have honest, open dialogue; and provide opportunities for all to give input.



**United Way  
of Lancaster County**

# WELCOME FROM BOARD CHAIR



## Dear Campaign Coordinator,

Thank you! By leading your company's United Way campaign, you play a key role in making change happen in Lancaster County. We thank you for agreeing to serve in this crucial role; your work lies at the heart of the life-changing work United Way and our partners are accomplishing in this community.

As a Campaign Coordinator, you will be supported by volunteers and United Way staff who bring the passion, expertise, and resources needed to get things done. During the campaign and throughout the year, you will have opportunities to tell the United Way story. You will help educate your co-workers about the impact United Way is making in their towns and neighborhoods.

This Campaign Coordinator Guide will equip you with the tools you need to share our message through your campaign. Consider it your own personal United Way resource – write in it, copy it, share it with your coworkers. Refer to it often during the Campaign and throughout the year as a source of information, best practices, and fresh ideas. And bookmark an online copy of this guide at [UWLanc.org/Campaign-Toolbox](https://UWLanc.org/Campaign-Toolbox) for a quick reference.

On behalf of United Way, thank you for accepting this key leadership responsibility to create lasting change in Lancaster County. As a Campaign Coordinator, you will truly empower your coworkers to help improve the lives of others who live and work in our community.

Thank you for investing your time to make a difference in Lancaster County.

Sincerely,

Beth A. Riley  
2024-2025 Board Chair  
United Way of Lancaster County



### Your United Way Campaign Relations Staff

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***Follow these steps for a successful campaign. If you have any questions, don't hesitate to contact your Campaign Relations staff member!***

## 1. Know your United Way

- Become familiar with United Way's role in the community, visit our website and follow us on social media
  - Understand how United Way's programs and funding make a meaningful difference in Lancaster County
- Read your Campaign materials and be aware of how United Way's
- funded partners will help solve community problems

## 2 Involve your CEO

- Meet with your CEO to discuss the objectives of the campaign and the employee participation goal
- Ask your CEO to offer an opportunity to employees to be part of a company volunteer project during Week of Caring, September 8-14
- Ask your CEO to allow time for a group presentation
- Demonstrate your CEO's support with an endorsement letter to all employees and retirees
- Ask your CEO to approve incentives for campaign participants
- Ask your CEO to attend committee meetings and/or training, your kickoff event, and Leadership Giving meetings
- Ask your CEO to identify prospective high-level donors at your company
- Ask the CEO to appoint a coordinator for high-level donor communication
- Explain the benefits of a UW presentation to leadership and staff:
  - *Supports understanding of campaign appeal*
  - *Ensures a clear vision of impact of giving*
  - *Provides the opportunity to recognize generous corporate and individual support*

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# 10 STEPS TO SUCCESS



## 3. Develop a strong campaign team

- 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
- Ask your CEO to appoint a Company Campaign Chair who will follow the progress of the Campaign and assist in getting the “buy-in” needed
  - This person should be in senior management
  - They can also arrange for meetings with high-level donors and/or solicitations
- Seek ways to include your company’s high-level and longtime donors

## 4. Plan your campaign

- Establish a campaign time line and determine your theme
- Set a goal to increase employee giving total, average gift per donor, number of \$1,000+ donors, and/or number of donors
- 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
- Purchase or obtain incentive prizes from vendors, employees, etc.
- Decide on your solicitation process (one-on-one or group)
- Select dates and reserve rooms or send virtual links for campaign presentations
- Plan kickoff event and activities
- Check United Way of Lancaster County’s Campaign Coordinator Toolbox at [UWLanc.org/Campaign-Toolbox](http://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!
- If interested in online giving instead of paper pledge forms, schedule at Give At Work demonstration with your Campaign Relations staff

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### Don't Forget to Say "Thank You!"

After a successful campaign, it is very important to say "thanks" to all the employees who helped make your campaign a success. People want to feel appreciated when they have done something positive, and helping the community by giving to United Way of Lancaster County is no exception. There are many different ways to say thank you to all of your coworkers who helped make it possible:

- Pens, hats, t-shirts, or note pads with United Way's logo on them
- Coupons for free dessert from company cafeteria
- Voice mail/e-mail/bulletin board postings saying thank you to contributors
- Payroll inserts saying "Thanks!"
- A thank you breakfast hosted in the cafeteria or conference room
- Food treats, along with a personalized note from the CEO
- Afternoon pick-me-up or snack
- Pizza party or food truck in your parking lot
- Brightly colored balloons tied to each contributor's chair

Remember to thank each individual who contributed to and volunteered with this year's campaign, vendors who supplied incentives or refreshments, members of organized labor (if applicable), and speakers, solicitors, and others who helped with the campaign.

Remember, the more personal the thank you, the more it is appreciated.



### Year-round Communication

Many people hear about United Way only once a year- when they are asked to give. Posters, newsletter articles, and fast facts remind employees how their gift helps in the Lancaster community throughout the year.

- Establish a committee to plan year-round volunteer opportunities (our Volunteer Center can help arrange)
- 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 UW campaign in your new employee orientation process

# RIISING TO NEW LEVELS



## Tocqueville Society (\$10,000 and more)

The Tocqueville Society is a very special group of committed philanthropists around the world who invest at least \$10,000 annually in their United Way. We founded our Society in 1993 to afford leading, local contributors a vehicle to deepen their understanding of our community's needs and connect with other philanthropists to make change happen in Lancaster County. Our Tocqueville Society members invest over \$600,000 annually in our community.



## Leadership Society (\$1,000 - \$9,999)

Leadership Society members are generous donors to United Way of Lancaster County who give between \$1,000 and \$9,999 annually. They are recognized as Lancaster County's philanthropic role models. When individuals become Leadership Society members, they make a powerful statement about their desire to care for and strengthen our community.



## Women United

United Way of Lancaster County's Women United giving circle has raised more than \$1 million since its founding to support impactful work in the areas of women's education, financial stability and health. This group has historically recognized and encouraged philanthropy and leadership by those who invest \$1,000 or more annually. **NEW Membership will now be extended to those giving \$250+ to the Women United fund.** Members enjoy a social and community impact event and the ability to vote on funding recipients at the annual meeting.

## Legacy Society

Legacy Society members are an important group of individuals and couples who have included United Way of Lancaster County in their planned giving. These forward-thinking philanthropists pay forward some of their success by investing in a nonprofit organization that has demonstrated its ability to remain relevant in supporting community needs for almost 100 years. A lifetime gift to United Way is an investment in making great change happen for decades to come.

**Society Members (\$1,000+) enjoy year-round communication about the impact of their investments, invitations to exclusive events and VIP opportunities, and special activities to enrich their experience with United Way.**

*A campaign that is fresh and fun makes your job more enjoyable and creates more awareness among your coworkers. Here are some ideas and events to help you make your employee campaign more exciting and effective. Special events should enhance your workplace campaign, not replace it. Not all special events need to be fundraisers; it is equally important to educate and take time to thank everyone. Additional ideas can be found at [LiveUnitedLancaster.org/Toolbox](https://LiveUnitedLancaster.org/Toolbox).*

### Baby Picture Contest

Employees bring in a baby picture of themselves and the staff guesses who is who. Charge an entry fee for employees to submit their guesses. The person with the most correct answers wins.

### Basket Auction

Ask each department to sponsor, create, and fill a theme basket (spa day, movie night, chocolate, golf, cooking, etc.) Baskets are auctioned to the highest bidder with proceeds donated to United Way.

### Vacation Day

Employees "buy" a vacation day. When an employee chooses to participate, their wages from a day's work are deducted from their paycheck. Your company may choose to match the amount deducted, donating all proceeds to United Way. Additional vacation days can be offered if your organization meets its overall campaign goal.



### Casual Day

Sell Casual Day badges entitling employees to dress casually on a pre-determined day. Or if your workplace is casual dress, have an "Un-Casual Day" where employees can pay a nominal fee to dress more formally. We recommend that you define what is meant by "casual" and notify visitors of the purpose of the day.

### Penny Wars

Divide your workplace into teams and provide each team with a large container that they can decorate. Put pennies in your team's container to increase the score and sabotage other teams by adding silver coins and paper bills, which decrease their score. Total each container, determine the winning team and donate the money to United Way.

### Tailgate Party

Consider creating a sports theme for your campaign since United Way's campaign period coincides with football season. Sell football fare from a truck in the parking lot "tailgate" style. Organize a tag football game with participants donating an entry fee and observers engaging in friendly wagers on the outcome.





# MAKE IT FUN!



## SOME OVERALL CAMPAIGN THEME IDEAS

- United Way “American Idol”
- Rock-n-Roll
- Paint a Brighter Tomorrow
- Join the Winning Team
- Rise to the Challenge
- Score a Touchdown
- Beach Party
- Shoot for the Stars
- A Movie (i.e. “The Hunger Games”)
- Fall Holiday (i.e. Labor Day, Halloween)
- Recipe for Caring
- Be a Super Hero
- Monopoly
- Corporate Karaoke
- Dunk Your Boss
- Company Car Wash



## INCENTIVE & PRIZE IDEAS

- Bonus vacation days
- Dress-down days
- Sports or area event tickets
- Executive parking
- Gift certificates donated by local businesses
- Longer lunch periods
- Sleep-in-late or leave-work-early coupons
- Day off to volunteer
- Cafeteria coupons
- Lottery tickets
- Goodie bags
- Movie passes
- Company giveaways





Lined area for personal notes.

