

WORKPLACE CAMPAIGN COORDINATOR GUIDE

Everything you need to plan, launch, and lead
a successful United Way workplace campaign.



UNITED WAY
Chattahoochee Valley



WELCOME

Thank You for Leading a Workplace Campaign

Thank you for serving as a workplace Employee Campaign Coordinator.

By leading a United Way workplace campaign, you are helping strengthen families, support children, and connect people across the Chattahoochee Valley to the resources they need to thrive. The time and energy you invest helps create meaningful local impact.

Whether this is your first campaign or one of many, you don't have to do it alone.

Your United Way team is here to support you with planning, campaign materials, kickoff support, employee engagement ideas, volunteer opportunities, and answers to questions along the way.

Inside this guide, you'll find practical tips, timelines, communication tools, and ready-to-use resources to help make your campaign simple, engaging, and successful.

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LOCAL IMPACT STARTS HERE

About United Way of the Chattahoochee Valley

United Way brings people, organizations, and resources together to strengthen the Chattahoochee Valley. Through workplace campaigns, partnerships, volunteerism, and community initiatives, we help create opportunities for children and families. We work alongside nonprofits, schools, employers, and community partners to address local challenges and create lasting solutions.

Every Dollar Raised Here Stays Here. Funds raised through workplace campaigns in the Chattahoochee Valley support local programs, partnerships, and initiatives serving our community.

Our Mission

United Way mobilizes communities to action so all can thrive.

INVEST

We fund and strengthen trusted nonprofit partners focused on measurable outcomes and lasting impact.

CONNECT

We mobilize volunteers, employers, schools, and community resources to solve challenges together.

LEAD

We help operate and scale solutions where gaps exist:

- 211 Call Center
- Community Schools United
- Home for Good
- The Basics Chattahoochee Valley
- Resilient Chattahoochee Valley





YOUR ROLE AS AN ECC

What is a workplace Employee Campaign Coordinator (ECC)?

As an Employee Campaign Coordinator (ECC), you help make participation easy, meaningful, and engaging for employees. You are not expected to do everything yourself – and you are not alone. Your United Way team is here to support you every step of the way with planning, campaign materials, kickoff support, volunteer opportunities, and campaign ideas. Think of your role as helping connect employees to opportunities to learn, give, volunteer, and make a local impact.

As an ECC, you may:

- Champion the campaign internally and build excitement
- Meet with your United Way liaison to plan goals, timing, and activities
- Encourage visible leadership support
- Coordinate campaign communications and events
- Help employees understand giving options and local impact
- Promote volunteer and engagement opportunities
- Celebrate results and thank employees

Pro Tips for a Successful Campaign

Keep It Short & Focused

Most workplace campaigns work best when they stay concise and maintain momentum. We recommend one to three weeks for most companies, though every workplace culture is different.

Go Beyond the Campaign

Giving is only one way employees can engage. Volunteer opportunities, team-building projects, and educational experiences can help employees feel more connected to the community year-round.

Use Your Toolkit

Your Campaign Toolkit includes ready-to-use email templates, videos, presentations, FAQs, and planning resources designed to make your job easier.

Communicate More Than Once

Employees are busy. A kickoff announcement plus a few reminders throughout the campaign helps maintain momentum and increase participation.

Keep It Local

Employees are more likely to participate when they understand how donations stay local and support people right here in the Chattahoochee Valley. Annual Report | Impact Stories

CAMPAIGN PLAYBOOK

A Simple Path to a Successful Campaign

Most successful workplace campaigns follow the same formula: plan thoughtfully, engage employees, make participation easy, and celebrate the results.

STEP 1: BUILD YOUR PLAN

Meet with your United Way liaison to build a campaign that fits your company culture and goals. Together, you'll discuss timing, giving options, employee engagement ideas, campaign goals, incentives, and any materials you may need.

Helpful questions to consider:

- How long should our campaign run?
- What participation goals make sense?
- How can leadership get involved?
- What engagement activities fit our culture?

STEP 2: LAUNCH & ENGAGE

Kick off your campaign and invite employees to participate. Share how United Way creates local impact, offer simple ways to give, and create opportunities for employees to engage throughout the campaign.

Campaigns often work best with:

- A kickoff moment
- A few reminders during the campaign
- Local stories and impact messaging
- Leadership participation

STEP 3: CELEBRATE & WRAP UP

Thank employees for participating and celebrate what your workplace accomplished together. Recognition goes a long way and helps build enthusiasm for future campaigns.

At campaign close:

- Share results
- Celebrate participation
- Send thank-you communications
- Meet with your United Way liaison for a recap

Most workplace campaigns run one to three weeks and maintain momentum through simple reminders and visible leadership support.





TIPS FOR SUCCESS

Simple Ways to Build a Strong Campaign

The most successful workplace campaigns are not always the biggest – they are engaging, authentic, and make participation easy. Simple campaigns often work best. A clear message, a few reminders, and opportunities for employees to participate can make a meaningful impact.

Leadership Matters

Employees are more likely to participate when company leaders show visible support. A short message from leadership, participation in activities, or attending a kickoff event can help build momentum.

Create Opportunities to Engage

Giving matters, but it is not the only way employees can participate. Volunteer projects, educational opportunities, and team activities help deepen engagement and connect employees to local impact.

Ideas to Build Excitement

One local CEO promised to kiss a pig if employees reached their campaign goal. (Spoiler alert: They hit the goal.) Whatever motivates your team, make it fun.

Simple ideas include:

- Kickoff breakfast or lunch-and-learn
- Department competitions or penny wars
- Casual day or jean pass incentives
- Food fundraisers or food truck days
- Raffles and giveaways
- Volunteer projects or kit builds

Recognition Goes a Long Way

Celebrate participation throughout the campaign and thank employees for getting involved. Recognition helps build momentum and strengthens future campaigns.

Simple recognition ideas:

- Leadership thank-you message and/or personalized recognition letters
- Team celebration or appreciation breakfast
- Recognition for departments or milestones reached
- Small incentives or raffles
- Publicize and celebrate your results



FREQUENTLY ASKED QUESTIONS

Running Your Campaign

Who is my United Way liaison?

Each workplace is assigned a United Way team member who can help with campaign planning, materials, kickoff support, employee engagement ideas, and questions throughout your campaign. Not sure who your liaison is? [Contact our Campaign Team](#) and we'll connect you.

When should our workplace campaign run?

Most campaigns take place over one to three weeks in September to December, though every workplace is different. Your United Way liaison can help recommend a timeline that works best for your company.

How can employees give?

Employees can support United Way through payroll deduction, one-time gifts, [online giving](#), ePledge, volunteer opportunities, or workplace fundraising activities.

Can United Way help with our kickoff event?

Yes! We're happy to support workplace campaigns through kickoff presentations, impact stories, volunteer engagement ideas, and campaign planning support.

Can we give away United Way branded items like T-shirts, pens, notebooks, etc.?

We may be able to accommodate requests for small groups. Contact your United Way liaison to learn more.

Can our company host volunteer opportunities?

Absolutely. United Way can help identify volunteer and engagement opportunities that align with your company culture and goals.

Are donations tax deductible?

Yes. Donations to United Way are generally tax deductible as allowed by law. Employees should consult a tax professional for questions about their specific situation.

About United Way

Where do donations go?

Every dollar raised locally stays local and supports programs and solutions serving the Chattahoochee Valley.

How does United Way decide where funding goes?

United Way [invests in vetted nonprofit partners](#) and community solutions focused on measurable outcomes and long-term impact.

Who does United Way help?

United Way supports children, families, and individuals across the Chattahoochee Valley through programs that strengthen the health, financial stability, educational opportunity, and wellbeing of our community.

Does United Way only fund nonprofits?

No. In addition to funding trusted nonprofit partners, United Way also leads and supports initiatives designed to address local needs and strengthen long-term outcomes.

Why give through United Way?

United Way brings people and resources together to create greater local impact. Workplace giving makes it easy to support trusted community solutions close to home.

How do I know United Way is fiscally responsible?

United Way of the Chattahoochee Valley is committed to accountability and transparency. We are independently audited annually, governed by a volunteer Board of Directors, and meet United Way Worldwide membership standards. Financial reports are available on our [website](#).

Why give through United Way rather than directly to one organization?

United Way takes a community-wide approach to solving local challenges by supporting multiple programs and partners working together to create lasting impact.

UNITED WAY WORKPLACE CAMPAIGN RESOURCES

Thank you for helping make our community a better place through your workplace campaign. Whether this is your first campaign or one of many, we are grateful for your time, energy, and leadership.

We've created tools, templates, and resources to help make your campaign easier. If you have any questions, we're here to help. **Let's make this campaign a success!**

General Tips for Effective Donor Engagement

Send From a Person, Not an Institution: When you send an email "from" a person rather than your organization's name, it increases donor trust, confidence, and engagement.

Subject Line: This is your first impression! Keep it short (under 50 characters), intriguing, and relevant to your cause. Consider a question, a local reference, or a sense of urgency that will resonate with your audience.

Personalize: If possible, address your donors by their name. Segmentation tools in your email platform (if applicable) can help tailor your email messages as appropriate.

Highlight Local Impact: Showcase how you benefit the community by using local success stories, statistics, references, and/or quotes from your community members. Feel free to reference our website for local stories and data: [Annual Report](#) | [Impact Stories](#)

Include a Clear Call to Action: Clearly state your call to action and make it easy for the recipient of your email message to complete that action (e.g., include a donation button).

Keep it Mobile-Friendly: Ensure your email messages display well on mobile devices, where many emails are opened. When possible, test messages on an Android and an iOS device.

Send Reminder Emails: Keep a steady drumbeat of support for your campaign by sending reminder emails when appropriate. Depending on the length of your campaign, we recommend sending one reminder email per week.

United is the Way Email Headers

To help make campaign communications easier, we've created a collection of ready-to-use United is the Way email headers for your workplace campaign. Choose from designs that reflect our community impact areas and use them in your campaign emails throughout the year. Download email header files:

[Healthy Community](#) | [Youth Opportunity](#) | [Financial Stability](#) | [Community Resiliency](#)



WORKPLACE CAMPAIGN RESOURCES: EMAILS

Email Templates

Phase 1: Welcome and United Way Campaign Kickoff

Email 1a.

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: Team, please join me in supporting our neighbors in the Chattahoochee Valley

Email Body:

So many of our neighbors are working hard to overcome barriers and get ahead.

At **[ORGANIZATION NAME]**, we believe in giving back to the communities where we live and work. That's why I'm proud to support our friends at United Way of the Chattahoochee Valley – and I'm inviting you to join me.

Every day, United Way – with the support of community-minded partners, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive, including:

- Nutritious food and quality health care our neighbors need to lead healthy lives.
- Childcare, early learning, education, and enrichment to set kids up for success from cradle to career.
- Counseling, career training, and housing support to help families not only make ends meet, but create a sustainable financial future.
- Emergency preparedness and volunteer coordination efforts to ensure that our community stays connected, strong, and resilient, no matter what challenges we may face.

Please consider making a one-time or recurring gift to support this powerful work and send a message of solidarity and compassion to our neighbors most in need.

United is the Way.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you in advance for your generous support.

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Email 1b.

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: Our United Way Campaign Begins

Email Body:

Today, we are proud to kick off our **[ORGANIZATION NAME]** United Way campaign in support of United Way of the Chattahoochee Valley.

Every day, United Way helps strengthen the community we call home by connecting local children, families, veterans, seniors, and neighbors with essential support. The dollars we raise through this campaign stay here in the Chattahoochee Valley, helping provide access to food, education, housing support, career resources, emergency assistance, and other critical services.

This campaign is an opportunity to invest in the place where we live and work and help ensure more people have the support they need to move forward. Whether you choose a one-time gift or payroll deduction, every contribution helps fuel meaningful work happening right here in our community.

I hope you will consider joining me in supporting this effort.

United is the Way.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you for helping make a difference right here at home.

WORKPLACE CAMPAIGN RESOURCES: EMAILS (CONT.)

Email Templates

Phase 2: Reminder/Mid-Campaign Check-in - Our Collective Impact

Email 2a.

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: United Way and **[ORGANIZATION NAME]** are uniting to change lives

Email Body:

We want to take a moment to celebrate how United Way of the Chattahoochee Valley and **[ORGANIZATION NAME]** are partnering to change lives in our community.

Thanks to supporters like you:

[This email should be tailored to your company. Our United Way team can help with providing your giving history. We suggest:

- Highlight the number of years the company has been partnering with your United Way
- Highlight the impact the company has had during your Day of Action/Day of Caring events and the value of employee volunteerism to your community. Add photos, if you have releases.
- Has the company led food drives or holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?]

Let's build on **[ORGANIZATION NAME]**'s legacy to do even more. Join us in creating a better community for all. United is the Way we can make the Chattahoochee Valley a community where all families are supported and every child can grow, graduate, and succeed.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

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Email 2b.

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: A quick note about our United Way campaign

Email Body:

At **[ORGANIZATION NAME]**, we care about the community we call home. [Optional CEO/Leadership Personal Note: 1-2 sentences about why giving back matters to your organization, team, or personal connection to the mission.]

That's why we're proud to support United Way of the Chattahoochee Valley through our workplace campaign. United Way strengthens our community by supporting children and families, improving access to health and basic needs, and helping neighbors navigate times of crisis.

Today, I invite you to join us through a gift to United Way of the Chattahoochee Valley.

Every gift makes a difference:

- \$5/week provides utility assistance for a senior citizen for two months
- \$10/week provides beds for a victim of domestic violence and their children as they move from temporary shelter into a home
- \$15/week provides primary health care services for five community members experiencing homelessness
- \$20/week provides more than 6,000 meals for children and families in need

Every dollar raised here stays here. Our community is stronger when children have opportunities to succeed, families can access the support they need, and neighbors facing hardship have someone to turn to.

[Optional Campaign Update: "We're already seeing great participation across our organization," OR "We're halfway to our campaign goal."]

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you for considering a gift and for helping make our community stronger.

WORKPLACE CAMPAIGN RESOURCES: EMAILS (CONT.)

Email Templates

Phase 3: Thank You

Email 3a.

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: Thank You for Making an Impact

Email Body:

What a powerful example of community in action.

As we wrap up our United Way campaign, I want to thank our **[ORGANIZATION NAME]** team for the generosity, compassion, and commitment you have shown throughout this effort.

By supporting United Way of the Chattahoochee Valley, you are helping strengthen the community we call home. The dollars raised through this campaign stay local, helping connect people with food, health care, education, housing support, career resources, and emergency assistance when it matters most.

["Together, we raised **[\$\$\$]** to support local families and neighbors."]

Thank you to every employee who participated in this year's campaign. Your support is helping create stronger foundations for families across the Chattahoochee Valley and reflects what is possible when people choose to invest in their community.

[INSERT DONATION INSTRUCTIONS / FINAL CAMPAIGN LINK / DEADLINE IF APPLICABLE]

Thank you for helping make this campaign a success.

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Email 3b.

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: Thank You for Supporting Our Community

Email Body:

As our United Way campaign comes to a close, I want to sincerely thank everyone who helped make this effort possible.

Because of your generosity, **[ORGANIZATION NAME]** is helping strengthen the Chattahoochee Valley and support local children, families, veterans, seniors, and neighbors facing challenges. Every dollar raised through our campaign stays here in our community, helping provide access to food, education, housing support, emergency assistance, and other critical resources.

I'm thrilled to report...

[This email should be tailored to your company. Our United Way team can help with providing campaign results. We recommend:

- **[ORGANIZATION NAME]** employees gave **[\$[DOLLARS PLEDGED]]** to United Way of the Chattahoochee Valley
- **[PARTICIPATION RATE%]** of **[ORGANIZATION NAME]** Employees gave to United Way of the Chattahoochee Valley
- **[NUMBER OF DONORS]** of **[ORGANIZATION NAME]** employees gave to United Way of the Chattahoochee Valley
- **[ORGANIZATION NAME]** employees contributed more than **[NUMBER OF VOLUNTEER HOURS]** volunteer hours during the campaign.]

Thank you to everyone who gave, volunteered, encouraged participation, or helped spread the word. Your support reflects the kind of community we strive to build and the values we share at **[ORGANIZATION NAME]**.

United is the Way.

Thank you again for helping make a meaningful impact right here at home.



WORKPLACE CAMPAIGN RESOURCES: KICKOFF AGENDA

Campaign Kickoffs

A strong campaign kickoff builds excitement, introduces employees to United Way's local impact, and inspires participation. We encourage organizations to include a brief presentation from a United Way representative so employees better understand how their support strengthens the Chattahoochee Valley.

A meaningful kickoff can happen in as little as 15–30 minutes and can easily be added to an existing staff meeting.

Pro Tip: Add your kickoff to a regularly scheduled all-staff meeting to maximize participation. Bonus points for coffee or snacks!

Sample 30-Minute Kickoff Agenda

Modify timing and content to fit your organization's needs.

1. Welcome & Leadership Endorsement (5–8 Minutes)

ECC: Welcome employees and introduce the campaign.

CEO/Leadership: Share why your organization supports United Way and encourage participation.

Optional: Show a short United Way campaign or impact video.

2. Community Impact Story (5–8 Minutes)

Help employees connect personally to the mission through a local nonprofit or program speaker, a United Way representative sharing local impact, or an employee story about volunteering, giving, or benefiting from services.

Pro Tip: Personal stories are often the strongest motivator for giving.

3. United Way Overview & Campaign Information (5–7 Minutes)

United Way Representative / Account Manager: Share how United Way strengthens the local community, explain how funds stay local, and answer common questions about giving.

4. Campaign Launch & Call to Action (5–7 Minutes)

ECC: Share campaign goals, incentives, events, volunteer opportunities, giving options, deadlines, and distribute pledge forms or campaign links.

Pro Tip: Encourage employees to submit their pledge during or shortly after the kickoff to boost early participation.

5. Closing & Thank You (1–2 Minutes)

ECC + Leadership: Thank employees and reinforce the local impact their support can make.

Estimated Meeting Time: 15–30 minutes



Give. Advocate. Volunteer.

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