

Campaign Coordinator Toolkit 2024



United Way of Pierce County

*United for
Change*

*United, we will lift 15,000 households out of poverty
and into financial stability by 2028, one family at a time.*

*We unite the
community to
end poverty, one
family at a time.*



Our Work

*United for
Change*



United Way of Pierce County

Imagine a family, much like your own, working hard every day, doing their best to provide a stable life. They juggle jobs, school schedules, and everyday responsibilities. Yet, despite all their efforts, they find themselves struggling to keep up. Rising costs, unexpected bills, and the ever-present stress of making ends meet weigh heavily on their shoulders.

This isn't a story of a distant stranger. It's a reality for many families right here in Pierce County. These are families who, not long ago, felt secure, and confident that their hard work would pay off. But now, they find themselves in a place they never imagined—stretched thin, teetering on the edge, and unsure of what tomorrow holds.

At United Way of Pierce County, we've seen these stories unfold every day. We've heard from parents who worry about putting food on the table, covering rent, and keeping the lights on. These are the **ALICE** families—Asset Limited, Income Constrained, Employed—working families who earn just above the Federal Poverty Line but still struggle to afford the basics.

But here's where the story takes a turn. Because of people like you, these families don't have to face this alone. We're committed to breaking this cycle of poverty, not just with a one-time fix but with sustainable, long-term solutions.

Our bold goal: United, we will lift 15,000 households out of poverty and into financial stability by 2028, one family at a time.

Through programs like Basic Needs, South Sound 211, and our Center for Strong Families, we're providing the resources and support families need to build a stable, secure future. But it's not just about services; it's about changing lives. We're educating our community, advocating for change, and pushing for policies that make a real difference.

This is a story of hope, resilience, and transformation. And with your support, we can ensure it's a story with a happy ending.

To learn more about how you can be part of this journey, visit uwpc.org

1 in 3 HOUSEHOLDS STRUGGLE WITH POVERTY

*117,000 households
in Pierce County, many
who are hardworking
families with children,
struggle to make
ends meet.*

Need to Know Facts



Our Vision

A just, equitable and inclusive Pierce County community where everyone has access to opportunities and the resources needed to thrive and achieve their highest potential.

Our Role

By investing early in our children and their families, we're breaking down the barriers that keep them trapped in poverty. Together, we can build a thriving, supportive community for everyone.

Your Role

Imagine being at the heart of something big, something that changes lives and strengthens our community. As a Campaign Coordinator, that's exactly who you are. You're not just running a campaign—you're connecting people who care with those who need help the most.

Because of you, a child might go to bed with a full stomach tonight, or a family might keep their home. Your leadership sparks lasting change.

It's not just about the numbers; it's about the people. The parents who no longer have to choose between rent and groceries, the individuals who find their way out of crisis. This work isn't just about providing the basics today—it's about a brighter future. And it all starts with you.

Our Goals

By 2028, with **your** support, United Way of Pierce County is committed to lifting 15,000 families out of poverty and guiding them toward self-sufficiency. We aim to achieve this by working closely with community partnerships, initiatives, volunteers, and through our advocacy efforts.

Building Strong Families: We're empowering individuals to tackle financial challenges directly. Through personalized financial and career coaching, we help families set and achieve long-term goals.

Meeting Basic Needs: We are investing in essential resources like food, housing, and other critical needs to ensure families and individuals have the support they need to thrive.

Supporting Self-Sufficiency: Through South Sound 211, we're connecting people in crisis with the resources they need to move from instability to self-sufficiency.

Six Tools to Success

YOUR GUIDE TO A SUCCESSFUL CAMPAIGN

*United for
Change*



United Way of Pierce County

*You've got this,
and you have a whole
community behind you.*

#1 Your Role Why You?

You were chosen to lead your organization's workplace campaign because...

You're an energetic force, particularly as:

- **A Leader** You set the tone of the team and the campaign. A United Way campaign can bring your entire organization together around the common goal of helping people right in our own community. You inspire others to make an impact in their community.
- **A Convener** You bring together the team that builds a successful campaign. It is more than just fundraising. Campaigns boost morale, build teamwork, and promote positive values that enhance your corporate profile.
- **An Ambassador** You promote awareness and engagement throughout your company, ensuring that campaign VALUES and company GOALS align. You embrace your company's culture of philanthropy.

You may have volunteered, or you may have been "voluntold," but however you came to be a Campaign Coordinator, be assured that YOU make a positive, lasting difference in the community we all care about.

FOR MORE INFORMATION AND IDEAS, VISIT WWW.UWPC.ORG/CAMPAIGN-COORDINATOR-TOOLS

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#2 Secure Leadership Support

Getting your leadership team involved can make all the difference in your campaign's success. Here's how to get them on board:

- **Inspire and Educate:** Host a meeting to show your upper management and leaders what United Way is all about and why it matters.
- **Kick-Start with a Gift:** Have someone influential invite your leaders to make a big leadership gift to kick off the campaign.
- **Engage at Events:** Invite your leadership to attend and actively participate in your kickoff and other campaign events.
- **Personal Touch:** Ask leadership to sign thank-you notes and send out emails to show appreciation.
- **Corporate Contribution:** Have a key person, like a Campaign Leader or United Way Board member, invite your CEO to make a corporate donation.
- **Challenge Match:** Create a corporate challenge match to boost employee donations and link corporate giving with individual contributions.

When you get your top leaders on board, it can supercharge your campaign and build real momentum! When the CEO and senior managers are the first to step up and give, it sets an awesome example that gets everyone else excited to join in.

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#3 Build a Team

Don't go solo on your campaign! Diversity is key, so get others on board who share your passion. Assign roles like marketing, event planning, campaign communication, and payroll contact to make the most of everyone's strengths.

And remember, the United Way of Pierce County staff is here to support you every step of the way. Reach out—we're excited to help!



Make sure to schedule regular meetings and delegate tasks to keep everything on track. And don't forget to celebrate every success along the way!

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#4 Design Your Campaign

Make your campaign uniquely yours! Every company has its own vibe, and United Way campaigns are flexible to fit your style. We're here to help you customize your campaign to align with your organization's goals, philanthropic focus, and available resources. Just reach out to your UWPC staff lead for ideas on using community speakers, volunteer opportunities, or virtual tours to highlight United Way's impact.

- **Publicize:** Get the word out and spark enthusiasm among your co-workers.
- **Set a Goal:** Aim high but keep it realistic so everyone feels they can reach it.
- **Kickoff Event:** Plan a kickoff that gets everyone excited and involved.
- **Invite Questions:** Be ready to address any concerns by knowing the ins and outs of United Way's work.
- **Make It Personal:** Share stories and show how even a small donation can make a big difference. Use donor videos or invite a colleague to talk about their own experience.
- **Campaign Giving Options:** Ask your account representative about the various giving options to find what works best for your campaign.
- **Create a Competition:** Spark some friendly rivalry with contests between floors, departments, or locations for the most funds raised or highest participation.
- **Plan Specific Events:** Organize events that inspire action and bring people together, like a game night or other fun activities.
- **Engage & Volunteer:** Explore additional opportunities with United Way throughout the year to keep the momentum going beyond the workplace campaign.

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#5 Promote Your Campaign

Communicate and publicize the campaign. Campaigns with great visibility encourage everyone to take part in them. Consider using email, intranet sites, personalized letters, pay stub inserts, and United Way of Pierce County materials to promote your campaign. Go to uwpc.org/campaign-coordinator-tools to access our campaign suite of materials.

- Be enthusiastic, knowledgeable, and excited about your campaign.
- Announce campaign progress at staff meetings and in internal communications.
- Be visible. Get on the agenda for scheduled organization-wide events, department meetings, or other company gatherings.
- Schedule face to face meetings with key influencers in your organization. Personal contact and a positive attitude are critical to your campaign team's success.
- Consult with your United Way representative for custom materials, options and ideas.
- Show videos.
- Post photos, stories or campaign updates on your company's intranet and social media.
- Craft emails for each phase of the campaign and schedule release dates. Contact your UWPC representative for details.
- Ask. Not being asked is one of the top reasons for not giving. Ask co-workers you know first, then enlist them to spread the news.

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#6 Say Thank You

A heartfelt “thank you” goes a long way in bringing us together and helping us LIVE UNITED! Make sure your staff feels appreciated—showing gratitude not only builds loyalty but also keeps the positive energy flowing. Here are some great ways to say thanks:

- **Recognize Everyone:** Acknowledge not just the donations but every contribution to the campaign and their impact on the community.
- **Express Gratitude:** Thank people when you collect pledge forms (electronic campaign pledges are processed automatically) and follow up with thank-you emails.
- **CEO’s Touch:** Draft a thank-you message for your CEO to send to all campaign participants. Whether it’s an email, intranet post, or personal letter, the CEO’s involvement can really boost morale.
- **Send Notes of Appreciation:** Reach out to your UWPC representative for ideas on crafting thoughtful notes to express your thanks.
- **Host a Thank-You Event:** Organize an event to celebrate participants, highlight campaign results, and showcase year-round engagement opportunities. It could be part of another company gathering or a standalone event—virtual, in person, or both.

Remember, United Way of Pierce County is here to support you and help make your campaign a success!

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