



Merrill Area
UNITED WAY

CAMPAIGN COORDINATOR GUIDE

The mission of Merrill Area United Way is to mobilize our community so the health, welfare, and education needs of all people are met with the ultimate goal being to improve their quality of life.

Dear Campaign Coordinator,

THANK YOU for taking on the role of campaign coordinator! Your efforts will directly impact the greater Merrill area every single day. This guide is intended to help you maximize your time and effort and give you the tools you need to lead a successful workplace campaign. Debbie Moellendorf, Executive Director is available to help you access the tools and resources you need to be successful. Contact her at (715) 536-2016 or email director@merrillareaunitedway.org.

STEP CAMPAIGN PREP

- Determine your campaign start and end dates. Short, intensive campaigns are best or about 1-2 weeks.
- Request campaign pledge forms and other materials needed from Merrill Area United Way Director (email director@merrillareaunitedway.org or call 715-536-2016).
- Develop campaign goals, activities, and identify the resources you'll need to accomplish your goals.
- Meet with your CEO or Senior Manager to gain their support for the campaign. Be sure to discuss how they can communicate their support for the campaign with employees, any corporate match or other incentives being offered as part of the campaign.
- Assemble a campaign team to help distribute campaign messaging across each department or division. A successful campaign team usually has representation from multiple departments and/or company locations.
- Create campaign energy and awareness. About 2 weeks prior to kick-off begin publicizing your campaign through your workplace's preferred communication channels.

STEP 2 **CAMPAIGN KICK-OFF**

- Host a campaign kickoff to announce your campaign goals, corporate gifts or matches, giving incentives, and pledge deadlines.
- Email Campaign Welcome and Kick-Off and Pledge Reminder (samples provided on next page)
- Distribute paper forms and/or electronic form to all employees.
- Communicate consistently throughout the campaign to keep engagement up.
- Run team challenges and additional fundraising activities to encourage participation.
- Track & report your progress following your campaign's acceptable use policy!
- Share your photos on social media & tag Merrill Area United Way!

STEP 3 **CAMPAIGN WRAP-UP**

- Total your pledges and follow up on outstanding pledges.
- Return paper pledges and any cash or check donations to Merrill Area United Way, 503 South Center Avenue Suite 5, Merrill, WI 54452 or contact Debbie, Executive Director, to arrange time for her to pick them up from you.
- Announce your final campaign results.
- Thank every employee for their contribution to the campaign.
- Conduct a campaign debrief with your team and develop a summary for next year's campaign.

Email: Campaign Welcome and Kick-Off

From: [Campaign Coordinator's first and last name]

Subject Line: Merrill Area United Way Campaign

Email Body:

[Insert Name],

Join [Insert Your Company Name] in uniting the way for a better future for all by donating today.

Each year, the Merrill Area United Way Campaign brings our community together to create meaningful local impact. Thanks to generous donors like you, we raise and invest funds that support United Way initiatives and trusted nonprofit partners serving individuals and families across the greater Merrill area.

Our local partners provide wrap-around services that strengthen four essential areas of community well-being: Healthy Community, Youth Opportunity, Financial Security, and Community Resiliency. A gift through United Way supports more than one program—it strengthens a connected network of care working together to meet local needs.

We invite you to take part in this year's campaign. Together, we can help our neighbors thrive and create lasting impact for the entire community.

[Closing Signature]

Email: Pledge Reminder

Subject Line: Time is running out to Unite the Way

Email Body:

Have you made your gift to this year's Merrill Area United Way Campaign?

Your support helps strengthen local resilience, advance health, expand youth opportunity, and promote financial security. Together, employees at [Insert Your Company Name] are Uniting the Way to support a connected network of care that helps our neighbors thrive and creates impact for the entire community.

Thank you for your continued generosity and support.

[Closing Signature]