



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](mailto:director@merrillareaunitedway.org).

## STEP 1 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](mailto: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.
- 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.