

UNITED WAY OF MIDLAND

Workplace Campaign Coordinator Guide

THANK YOU

for stepping up to coordinate your workplace's United Way Community Campaign! United Way of Midland connects people, partnerships, and resources to build a thriving community. Together, we can co-create a brighter, more equitable future for our community. Here, you will find the information you need to lead a successful workplace campaign, in the office or virtually. And remember, you are not alone! The team at United Way of Midland is your partner. Your support helps United Way today and strengthens our community for generations to come.

The United Way of Midland Annual Campaign runs annually from August 1st to March 31st.

WANT TO KNOW MORE?

Connect with our Director of Development:

Candice Escamilla

432-685-7716

cescamilla@uwmidland.org



UNITED WAY
of Midland

CAMPAIGN COORDINATOR CHECKLIST FOR SUCCESS

BEFORE THE CAMPAIGN

- ☐ Meet with your United Way of Midland, Donor Engagement Specialist to review past results and explore this year's theme, materials and strategies
- ☐ Identify opportunities and challenges for this year's campaign
- ☐ Identify giving format (Online or paper)
- ☐ Meet with your CEO or management team to gain support for the campaign and create a strategy to promote and incentivize leadership giving
- ☐ Recruit a campaign team that represents key departments and all levels of your workplace
- ☐ Plan your campaign, kick-off, special events and volunteer opportunities
- ☐ Build awareness of the campaign timeline through internal communications one to two weeks prior to kick-off
- ☐ Request United Way Impact Speakers to attend in-person or virtual meetings and who can speak first-hand to how gifts to United Way make a meaningful difference to adults, children and families
- ☐ Order campaign materials through United Way of Midland Director of Development
- ☐ Open the campaign early to your internal leadership teams to get a jumpstart on giving

DURING THE CAMPAIGN

- ☐ Host a company-wide kick-off event
- ☐ Promote and execute special events and volunteer experiences
- ☐ Publicize prizes and incentives connected with giving (i.e., Days Off, and Match or Step Up Program that inspire leadership giving)
- ☐ Send and post regular internal communications throughout the campaign (including CEO letter)
- ☐ Let your colleagues know that their dollars make a difference.
- ☐ Thank donors early and often

AFTER THE CAMPAIGN

- ☐ Thank every employee for participating in the campaign
- ☐ Thank the CEO and management team for their support
- ☐ Hold a closing event
- ☐ Share your results
- ☐ Collect all paper pledges, if used, and return to United Way of Midland Donor Engagement Specialist (or arrange for pick-up)
- ☐ Connect with United Way of Midland Director of Development to debrief and provide feedback on ways in which we may continue to provide opportunities for employees to fulfill their charitable giving



THANK YOU!

When we come together, our community thrives. Thank you for making that possible!

MANAGEMENT INVOLVEMENT

Members of senior leadership play a crucial role in a campaign's success. By personally endorsing the campaign, senior leaders are demonstrating your workplace's commitment to connecting employees to the communities in which they live and work, and ways in which together we improve conditions for local children, adults and families.



BEST PRACTICES FOR ENGAGING LEADERSHIP

- Craft a letter for staff from the CEO encouraging giving and supporting the campaign
- Invite your CEO to participate in your special events (whether virtual or in-person) and plan around their calendar whenever possible
- Invite United Way to provide a speaker or facilitate an activity during a leadership meeting that sheds light on community conditions and the solutions we can achieve through the campaign
- Enlist the leadership team to speak at the campaign kick-off event or record a video to send out to your colleagues

CEO ENDORSEMENT

Utilize a customizable letter template to personalize a message from your CEO that encourages employee giving. This letter can be featured on a digital giving site, in an email or in other forms of company-wide communications. Connect with United Way of Midland Donor Engagement Specialist to obtain this template.

Another way to encourage employee giving is by recording a video from your CEO. Similar to the letter, this option provides a warm, personalized touch to your workplace giving campaign.

UNITED WAY OF MIDLAND CONNECTS PEOPLE, PARTNERSHIPS, AND RESOURCES TO BUILD A THRIVING COMMUNITY.

WE EMPOWER individuals, nonprofits, and emerging leaders with the resources and opportunities needed to create lasting change by:

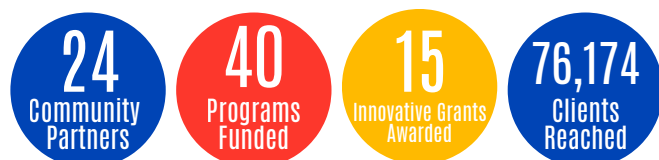
- Connecting people to resources that build stability and opportunity.
- Developing emerging leaders through Project Blueprint.
- Providing nonprofits trainings and education through our Training & Conference Center.

WE COLLABORATE with nonprofits, businesses, volunteers, and community partners to address our community's greatest needs together by:

- Supporting literacy and youth success through our Club Read Initiative.
- Mobilizing volunteers to maximize community reach and impact.
- Coordinating disaster preparedness response through COAD partnerships.

TOGETHER, WE THRIVE! Through the generosity of our donors, the dedication of our partners, and the resilience of our neighbors, United Way of Midland is building a place where everyone has the opportunity to thrive.

WHY UNITED WAY?



SCAN TO VIEW OUR PARTNERS:



COMMUNICATING THE IMPACT

UNITED WAY SPEAKERS

Work with your United Way of Midland Donor Engagement Specialist to schedule an Impact Speaker for your campaign kickoff or special event.

United Way Impact Speakers include staff, volunteers, and individuals from local nonprofit partner agencies whose work is supported through United Way funding. By sharing their personal stories and firsthand experiences, they illustrate how donor generosity brings people, partnerships, and resources together to create lasting change in our community.

DIGITAL CAMPAIGN COMMUNICATIONS

Visit the United Way of Midland Campaign Toolkit for customizable digital resources to help promote your workplace campaign. The Toolkit includes ready-to-use graphics, messaging, promotional materials, campaign ideas, and other resources designed to make engaging your employees easy.

COMMUNITY CAMPAIGN TOOLKIT

www.uwmidland.org/campaign-toolkit

or contact United Way of Midland Director of Development for more information.

IMPROVE TEAM BUILDING

and help employees feel good about giving.



PARTNER WITH US YEAR ROUND

Connect with United Way of Midland Director of Development for ways to get more involved with United Way of Midland throughout the year.

Additional Opportunities:

- Sponsor a United Way Midland volunteer project to increase your company's visibility as a philanthropic organization.
- Contact United Way of Midland Donor Engagement Specialist to help coordinate volunteer events and/or resources needed for projects. Connect employees with causes they are passionate about.
- Qualifying donors are invited to participate in events for their corresponding Leadership and Tocqueville Society.
- Run a micro-campaign to encourage giving throughout the year.
- Invite new employees to make a pledge or enroll in payroll deductions.
- Sponsor and/or volunteer at one of our Signature Events: Bustin' Clay, Power of the Purse, or Excellence in Education.



UNITED WAY
of Midland



@uwmidlandtx

UWMIDLAND.ORG