

CAMPAIGN MANAGER GUIDE



United Way Campaign Managers are the critical links between United Way of Greater Toledo and hundreds of workplace campaigns. Campaign Managers bring to life United Way's mission to unite the caring power of community to improve lives.

Campaign Managers connect their colleagues with both giving and volunteer opportunities. Campaign Managers can also join United Way focus groups and take part in training events.

Your organization's campaign contributions and participation in volunteer activities are the keys to United Way's ability to provide vital wrap-around support to families and individuals in Lucas, Ottawa and Wood counties.

With gratitude for our campaign managers, United Way staff will do everything we can to ensure you have a successful campaign!

1. **Select Campaign Beginning and Ending Dates**

Typically workplace campaigns run 2-3 weeks and are often in the fall so payroll deductions can start in January. However, we can work with you to determine the Campaign Dates and payroll deduction dates that work best for your company!

- a. Work with your company's human resources department to determine whether you can offer payroll deduction donations, and to set your payroll deduction start date

2. **Select which type of campaign works best for your company**

- a. **e-Pledge:** online campaign that includes emailing your employees personalized links to make their pledges and donations
- b. **Pledge Cards:** we'll bring hardcopy pledge cards to your company; we can print names and previous pledges on the cards or leave them blank.

3. Provide your Development Officer an employee file, as needed

Development Officers are members of the United Way team who work with Campaign Managers to run Workplace Campaigns. Your Development Officer will let you know what information is needed to get your Campaign rolling.

4. Making the most out of a campaign

Will you offer incentives or hold special events? Do you have a Campaign Goal? Can you partner with your employee engagement committee to use the opportunity for employee engagement and fun? See the “Inspire Your Workplace” section for ideas!

5. Campaign Kickoff

Would you like a United Way presentation to help launch your campaign? Work with your Development Officer to schedule the presentation that works best for your company!

- a. In-person or Zoom Presentation? Many companies have us join an already scheduled all-staff.
- b. Would you like a representative from an organization that receives a grant to help present?
- c. What printed materials and digital resources will be most helpful?

6. During the Campaign

Your United Way Development Officer is there to help! Feel free to reach out with any questions or concerns. We’re also always happy to join during special events and cheer on your team!

7. Campaign Wrap-Up

For Pledge Card Campaigns, document payroll pledges and complete United Way envelopes, following the instructions on the envelope. Contact your Development Officer to arrange a pick-up time. For ePledge Campaigns, let your Development Officer know that the ePledge site can be closed. You will then receive a payroll file to share with HR.