



UNITED WAY
Indian River County

**WORKPLACE
CAMPAIGN**

EMPLOYEE CAMPAIGN COORDINATOR GUIDE

Thank you for leading your organization's United Way's Workplace Campaign!

As the Employee Campaign Coordinator (ECC), you are a valuable partner to United Way of Indian River County (UWIRC). By engaging your organization and co-workers, you are helping to improve health, enhance education, and support the livelihoods of more than 1 in 4 people in our community. No one person or organization can do this work alone, and now more than ever, your leadership is essential to help meet our community's ever-evolving needs. Thank you for being a key part of this important work.

Workplace Campaign Options

We understand that everyone's situation is unique, which is why we are offering three easy options for this year's workplace fundraising campaign. Choose the option that works best for your team, or mix and match to maximize impact!

Digital

Donors will give through our online pledge card. UWIRC will provide the ECC with a personalized email to send to all employees including key information and link to the online pledge card. Once the campaign is complete, UWIRC will provide ECC with a complete list of donors to share with their payroll department.

Paper

Donors will give using our paper pledge form. The ECC will return all paper pledge forms, checks, and cash to UWIRC. The ECC will provide a complete employee donor listing to their payroll department.

Special Events

Have some fun! Special events are a great way to encourage participation and boost results. Event ideas can be found online in the Workplace Campaign Toolkit.

Campaign Timelines

Traditionally, the best time to host a workplace campaign is between August and December. We suggest your campaign runs for about 2-4 weeks, depending on organization size. However, each organization is different. We will work with you to determine the best timeframe to run your workplace campaign.

United Way of Indian River County Presentations

Create excitement and engagement by kicking off your Workplace Campaign with a United Way presentation. This will allow employees to learn more about their donation's impact! Connect with the assigned Loaned Executive to schedule the presentation and collect all pledge cards after campaign ends.

Incentives

Use incentives to encourage participation, promote teamwork, and raise more dollars toward your campaign goal. Drawings for gift certificates, United Way coupons, exclusive parking spots or other creative ideas can be helpful.

Campaign Materials & Online Toolkit

We will provide you with the necessary printed materials, including brochures, pledge cards, and posters. You may also download and print them directly from our online Workplace Campaign Toolkit. Which is packed with everything you need to run a successful Workplace Campaign, including shareable impact videos and graphics, campaign ideas, and more at UnitedWayIRC.org.

United Way of Indian River County will email an invoice with the total workplace pledge balance to employer's payroll department monthly unless we are directed otherwise. Mailed invoices are if needed.

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