



United, let's light the Way

2025-2026

Campaign Coordinator **GUIDE**

A Campaign Coordinator is a Volunteer Leader, or Ambassador, for United Way of the Virginia Peninsula and our community in their workplace.

A Coordinator encourages and facilitates giving, volunteerism, and kindness among their peers.

HOW TO RUN A Workplace Campaign*

**This is a sample itinerary. All campaigns will not run the same way. This timeline can be adjusted based on your campaign.*

01

Before You Get Started

- ☐ I fully understand what UW does and how my donation helps my community.

02

Planning Stage (6 Weeks Out)

- ☐ Schedule a meeting with UW Rep
- ☐ Establish Ways to Give
 - ☐ Paper Pledging ☐ E-Pledge Form ☐ Both (Recommended)
- ☐ Set Campaign Dates
 - 100-1000 employees: 2-3 weeks | 1000+ employees: 4 weeks
- ☐ Get on CEO's calendar for important campaign dates
- ☐ Establish Company's Goals
 - \$ _____
 - Participation: _____
- ☐ If applicable, recruit department coordinators and provide contact information to UW contact.

03

Gearing Up (4 Weeks Out)

- ☐ Establish Activity Dates and Schedule UW and Agency Speakers
 - Kickoff: _____ Speaker ☐ Time: _____
 - Event: _____ Speaker ☐ Time: _____
 - Event: _____ Speaker ☐ Time: _____

04

Getting Pumped (2 Weeks Out)

- ☐ Send communication about upcoming campaign and activities/kickoff from CEO
- ☐ Rally email (get people excited)
- ☐ Put up campaign posters in the office

05

Run Campaign

- ☐ Kickoff
 - ☐ Distribute pledge forms
- ☐ Half Way Mark
 - ☐ Send Updates on goal, that there is still time to give
- ☐ Final
 - ☐ Remind everyone to turn in their pledge forms, thank them for their hard work

06

Post Campaign

- ☐ Fill Out Report Envelope
 - **Please Fill Out Payroll Coordinator Information****
- ☐ Submit results to your UW rep
- ☐ Thank your participants and provide results to staff!



On behalf of all those who will be helped because of your service to our community, **THANK YOU** for being a Campaign Coordinator!!
This Campaign would not be possible without you!

FUNDRAISER Ideas

*100% of your **gift** to **United Way**
or its **partner agencies** goes
back into the **community!***

PAY TO PLAY:

- ★ **Bake Sale:** Baked goods (purchased or donated) for sale or monetary donation.
- ★ **Chili/Soup Cook-off:**
Purchased/donated chili and soup on display. Some type of jar will be placed in front of each item. Voting is done using money and the item with the highest dollar collection wins.
- ★ **Dessert Auction:** Desserts can be auctioned off to highest bidder.
- ★ **Food Sales:** Sandwiches, pizza, hot dogs, BBQ, Chick-fil-A, etc.
(Departments may conduct one such sale during the campaign.)
- ★ **Snacks for Sale:** Candy, granola bars, chips, etc.

PAY TO PLAY:

- ★ **Dress down/Jeans Day**
- ★ **Photo Contest** (cutest pet, best lawn)
- ★ **Door/Cubicle Decorating Contest**
- ★ **Send Kindness Gram** (a note with treat/flower/balloon)
- ★ **Penny Wars**

RAFFLES:

- ★ Department Gift Baskets
- ★ Pieing the CEO
- ★ Reserved Parking Space
- ★ Sleep in Pass

OVERALL WINNER PRIZES:

- ★ Department pizza party
- ★ Movie Night

UNITED WAY RESOURCES

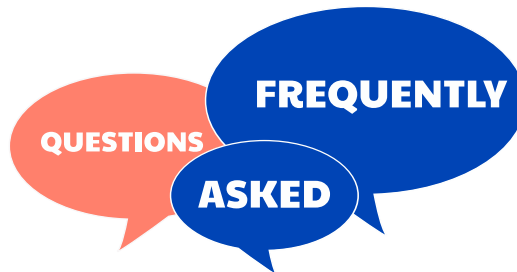
INVITE A UNITED WAY SPEAKER TO:

- ★ Present to your team in-person or virtually
- ★ Set up an information table
- ★ Conduct a poverty simulation
- ★ CAN story sharing and discussions

UTILIZE UNITED WAY MATERIALS:

- ★ Posters
- ★ Paper Pledge Forms
- ★ Campaign Checklist
- ★ Email Templates
- ★ Partner Agency Pamphlet
- ★ Kindness Card Rack Card
- ★ ALICE Flyer
- ★ Community Assistance Network (CAN) Rack Card
- ★ Volunteer Peninsula Rack Card
- ★ Women United Flyer
- ★ Emerging Leaders Society Flyer
- ★ Videos

Coordinator Notes



Why United Way?

For over 80 years, United Way has proudly served the Virginia Peninsula, mobilizing support from our business community, advocating for the less fortunate, and providing funding and expanding the capacity of the nonprofit sector to meet the complex and challenging needs of those experiencing poverty. **When you give to United Way of the Virginia Peninsula**, or one of our Partner Agencies, **100% of your gift goes back into the community**. Our United Way is the connector, matching needs to resources across our community.

What Does Poverty Look Like in My Community?

United Way brings the community together to **lift people out of poverty** with an intentional focus on the **ALICE** (Asset Limited, Income Constrained, Employed) households – those who are working and still struggling to make ends meet. Forty-one percent **(41%) of households on the Virginia Peninsula are experiencing poverty or are ALICE**. (United for ALICE, 2024) **Your donation** to United Way **helps provide the resources ALICE needs to overcome the cycle of poverty**.

How Else Can I Contribute to My Workplace Campaign?

In addition to giving, you can contribute by volunteering your time at United Way events and service projects that directly support local programs. You can also get involved with **Women United**, connecting with other women who are passionate about making a difference in our community. As a young professional, you can join the **Emerging Leaders Society** designed for individuals ages 20-40 to grow your leadership skills, network with peers, and increase your impact through service and professional development opportunities.

If I Stop Working What Happens to My Pledge?

Should you stop working, your payroll deduction pledge stops too. **If your employment changes**, please **contact United Way** at **(757) 229-2222 to continue your gift**. Donations outside of the workplace can be made anytime at www.uwvp.org/give.

What is the Kindness Card?

The Kindness Card contains year-round discounts from local businesses whose owners believe that when you **Give Kindness**, you **Get Kindness**. **By donating \$150 or more** to United Way of the Virginia Peninsula, you will receive a Kindness Card. For our current list of participating businesses, visit: www.uwvp.org/kindnesscard.

QUESTIONS OR CONCERNS

Contact Your United Way Representative at (757) 229-2222 or development@uwvp.org.

Connect with us on our social media:

