

WORKPLACE IMPACT COORDINATOR GUIDE

YOUR ROLE AS THE WORKPLACE IMPACT COORDINATOR

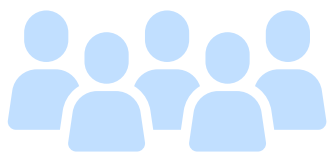
The Campaign Impact Coordinator plays a key role in creating impact inside and outside your company. They connect coworkers with the community and high-impact causes by planning, organizing, and coordinating a successful United Way of the National Capital Area (United Way NCA) campaign. Your United Way NCA contact will support you throughout the process.

10 STEPS FOR SUCCESSFUL CAMPAIGN ENGAGEMENT

1

SECURE TOP-LEVEL MANAGEMENT SUPPORT

Support from leadership can make your job easier and your campaign more successful.



2

RECRUIT A TEAM

Having others assist you with the campaign will make it fun and much easier for everyone involved.

3

DEVELOP A CAMPAIGN PLAN

Develop a timeline. The most successful campaigns conclude within two or three weeks after launch. Set achievable, measurable goals, and track the results.

4

ORGANIZE A LEADERSHIP GIVING PROGRAM

Leadership gives demonstrate their involvement and commitment with an annual gift of \$1,000 or more.

5

PROMOTE YOUR CAMPAIGN

Educating your colleagues about the value of your United Way's work is the best way to gain their support for the campaign.

6

KICKOFF YOUR CAMPAIGN

A kickoff rally can help generate enthusiasm for your company campaign and help employees understand the importance of participation.

7

MAKING THE ASK

Your visible commitment to United Way NCA and our community truly makes a difference.



8

BUILD TEAMS THROUGH VOLUNTEERING

Each year, United Way NCA's network of member nonprofits and partners designs hands-on projects for corporate volunteers.

9

WRAPPING UP THE CAMPAIGN

The Campaign Report Envelope is completed and submitted to United Way NCA as a summary and record of pledges made. Completed pledge forms and checks should be enclosed in the envelope.

10

SAY THANK YOU

After the campaign has concluded, it is important to thank everyone for their participation and for supporting our community through United Way NCA.

For more information please contact:

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