United Way of Collier and the Keys

2022-2023
Workplace Campaign Coordinator Manual

Thank You for Being Part of the United Way!

Thank you for having a positive impact on your community and for "Living United" by serving as a United Way of Collier and the Keys Campaign Coordinator.

Campaign Coordinator's Goal:

Your goal as campaign coordinator is to ensure that all employees have the information and education regarding this workplace campaign, and to answer any questions they may have in relation to their donation.

Campaign Coordinator's Responsibilities:

- **Have FUN!** This workplace campaign should be a time for you and your coworkers to come together for a great cause.
- Educate yourself on this United Way (Visit uwcollierkeys.org)
- Coordinate a United Way presentation at your business
- Distribute pledge forms to all employees
- Ask each employee for a donation through the group or one-on-one solicitation methods described in this manual
- Collect pledge forms and coordinate with a United Way staff member to pick them up
- Identify any barriers you come across and seek help from the UWCK! You can reach our Development team at development.associate@uwcollier.org

Campaign Toolkit:

- Please go to the United Way's web site www.uwcollierkeys.org/get-involved/campaigns
- OR contact our Development Department and they will provide you with campaign tools

Support Services Available to Assist You:

- United Way Staff and United Way Partner agencies are available to answer questions, help with logistics or speak at employee group solicitation meetings and can be scheduled by contacting our Development Department:

Turning in Results:

- **All cash donations and checks should be picked up by a United Way staff member!**
- Email our Development Department and a UWCK staff member will pick up donations.