



United Way
of the Laurel Highlands
Serving Cambria & Somerset Counties

CAMPAIGN COORDINATOR'S GUIDE

A message to campaign coordinators from 2021 Campaign Chairman Jim Huerth

Let me begin by saying thank you. In fact, I can't say it enough. I appreciate you using your time and talents to benefit the United Way of the Laurel Highlands as a Workplace Campaign Coordinator.

Since the 1930s, our United Way has provided much-needed support to children and families. Albert Einstein once said, "In the midst of every crisis, lies great opportunity." Although the pandemic brought new challenges, we are emerging a stronger, more resilient community because of people like you – the hand-raisers and doers who provide your advocacy, investment, and volunteerism. You are our champions.

The needs in Cambria and Somerset Counties have continued to grow, but through our Community Impact Model focused on social change, we are striving for long-term, community-based solutions to support basic needs as well as our core initiatives of early childhood education, parental engagement, and youth drug and alcohol prevention. A gift to the United Way of the Laurel Highlands is transformative—now and years from now when we see our children and youth as thriving adults.

I am excited and honored to join the United Way team in the role of Campaign Chair for this coming year. Our community needs all of us working together to make a positive impact. With your support, I am confident that we can raise the resources our neighbors, friends, coworkers, and families depend on. I look forward to seeing what we can accomplish because we are "In This Together."

Great things happen when we all LIVE UNITED! Thank you in advance for your commitment and support!

*— Jim Huerth, 2021 Campaign Committee Chair
and President & CEO of AmeriServ Trust and Financial Services*



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**United
Way**



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Keys to a successful workplace campaign

CHOOSE THE TIMEFRAME

1

Campaigns are generally held for several weeks to a month or more. Pick a timeframe that makes sense for your company and avoids major holidays.

OUR VISIT

2

Invite a United Way staff member to give a presentation to your team, highlighting our work, and why it's important to your community. We can be flexible on the time, and can visit multiple times to meet with different teams/shifts.

CAMPAIN KICKOFF

3

We can help you make a splash with a video. This would feature the campaign coordinator and/or a company leader (President/CEO) who can help to rally support among employees. We will help to promote this video on social media. You could also set a company goal for your campaign to spark commitment.

INCENTIVES & REWARDS

4

Consider offering food for the campaign kickoff meeting. A lunch or snack typically draws a crowd. Campaign incentives, including gift cards, PTO, prime parking or other perks help to engage employees. If you need help, ask us for ideas.

THE ASK

5

It's not always easy asking others to donate their hard-earned dollars. It's important to understand that supporting the United Way of the Laurel Highlands is an investment in the community, supported by evidence-based, results-driven programming in nonprofits. Our pledge/at-a-glance form and online toolkit outlines donation levels and how the support helps. **EVERY DOLLAR MAKES A DIFFERENCE!**

MONITOR PERFORMANCE

6

Don't be afraid to contact us with questions along the way. If the campaign is struggling to gain traction, we can help. Be sure to acknowledge success and celebrate incentive winners. Send out emails or visit team members to update them on the campaign progress. If you set a company wide goal, be sure to provide an update on the success.

WE ARE HERE TO HELP

Keys to a successful workplace campaign

Rewards

Our campaign has a built-in rewards program — 30 Days of Giveaways. In March, we will raffle 30 \$250 Visa gift cards (sponsored by local businesses) to anyone who donates at least \$180 to our campaign (\$6.93/pay). Be sure to let your team know about this incentive, along with any company sponsored rewards offered.

Materials and Support

We have a great online toolkit with logos, sample emails, videos, social media, posters, and more. You can mix and match items to customize your workplace campaign. Not finding what you need? We can tailor materials for you as well as help to facilitate your campaign.

Ease of Giving

Campaign participants can give to the impact area of their choice, the area of biggest need, or a Partner Agency. Payroll deduction is one of the simplest ways to make a big difference.

Accountability

When you give to the United Way you can be assured that the funds are provided to nonprofits with effective, community-based programming. Program results are reported to the United Way on a quarterly basis.

Impact

Every dollar raised stays in Cambria and Somerset Counties, funding youth drug & alcohol prevention, early childhood education and parental engagement, along with the PA 211 Network and other essential health and human services.

Thank you for helping to implement your company's campaign. Your efforts are extremely important to helping us support our 24 Partner Agencies, PA 211 and other work that benefits children and families in the Laurel Highlands. Sample emails to employees, posters that you can print to hang in breakrooms and informational videos are available at uwlaurel.org/campaignguide. THANKS FOR YOUR WORK!

CONTACT US

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