



United Way Campaign Coordinator Checklist

United Way's mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. United Way has been investing in solutions, connecting resources and serving our community for 100 years.

As a campaign coordinator, you can help United Way create a brighter future—for tomorrow and the next 100 years ahead. Please see the checklist below to help guide you through the United Way campaign process. Feel free to contact your United Way relationship manager at any time with questions. Thank you for your support!

- Review all campaign materials.
- **Mark your calendar** with the reporting deadlines.
- Consider making your own gift first to lead by example and share about the decision or process with your co-workers.
- Set a company meeting to show the campaign film before you distribute the pledge forms.
- Personally contact anyone assigned to you, give them their pledge forms at the film presentation and ask for a contribution.
- Meet one-on-one with anyone assigned to you and explain the difference they'll make when they support United Way's Community Fund. Check out the 2018 Field Guide for messages and suggestions.
- **Ask for a donation to United Way.**
 - Hand each person a personalized pledge form.
 - Consider including one of United Way's Community Fund stories, available at uwrochester.org, with each pledge form.
 - Encourage co-workers to give through the convenience of payroll deduction.
 - Collect all pledge forms (even those that are not filled out), cash contributions, and checks in time to meet reporting deadlines.
- Double check . . .
 - Please make sure all pledge forms are signed.
 - Check that all bill-direct information is correct and signed.
 - Please paperclip any cash and checks to the pledge forms.
 - Encourage employees who haven't pledged to make a decision about their contribution.
 - Turn in all forms, checks and cash to your campaign coordinator.

Please be sure to thank every supporter and each person who took the time to listen.

Let them know that, on behalf of United Way and all those being helped in our community, that your gift makes a real difference every day of the year. Please also thank those who chose not to contribute but took the time to listen.



United Way
of Greater Rochester

GIVING BACK & LOOKING FORWARD SINCE 1918