

Campaign Calendar

| DATE | EVENT | TIME | LOCATION |
|--------------------------|---|-------------------|-----------------------------|
| *July 13 | Pacesetter Breakfast | 7:45 AM | Hawthorn Bank |
| *July 17 – August 23 | Pacesetter Campaign | | |
| August 10 | Power of the Purse | 5:30 PM | Jefferson City Country Club |
| *August 25 | Pacesetter Results Due to UW | 5:00 PM | |
| August 31 | Campaign Kick-off | 11:30 AM | Capitol Plaza Hotel |
| September 1 – October 31 | Community Campaign | | |
| September & October | Dine United | | Local Restaurants |
| September 1 | Helias HS Live United Football Game | 7:00 PM | Jefferson City HS Stadium |
| September 7 & 8 | Days of Caring | 8:00 AM – 5:00 PM | United Way Agencies |
| September 12 | Mid-Missouri's Got Talent | 6:00 PM | Avenue HQ |
| September 15 | Jefferson City HS Live United Football Game | 7:00 PM | Jefferson City HS Stadium |
| September 22 | California HS Live United Football Game | 7:00 PM | California R-1 HS Stadium |
| October 6 | Blair Oaks HS Live United Football Game | 7:00 PM | Blair Oaks HS Stadium |
| October 27 | Community Campaign Results Due to UW | 5:00 PM | |
| November 2 | Victory Celebration | 7:45 AM | Missouri Farm Bureau |

**Information specific to Pacesetter Companies.*



United Way of Central Missouri

United Way of Central Missouri
205 Alameda Drive
Jefferson City, MO 65109
(573) 636-4100



Proudly sponsored by:

EMPLOYEE CAMPAIGN COORDINATOR TOOL KIT

If you
can
dream it
you
can
do it!



Be part of the campaign magic as we work together to fight for the
health, education, financial stability and **basic needs**
of every person in our community!



United Way of Central Missouri

If you can *dream it* you can *do it*

Steps to a Successful Campaign

1 PRE-CAMPAIGN (4-6 WEEKS PRIOR TO CAMPAIGN KICK-OFF)

- Obtain CEO support and endorsement of campaign
- Host planning meetings with United Way representatives
- Build your United Way campaign team
- Set a goal and identify campaign strategies/events

2 CAMPAIGN TIME (1 WEEK - 2 WEEKS)

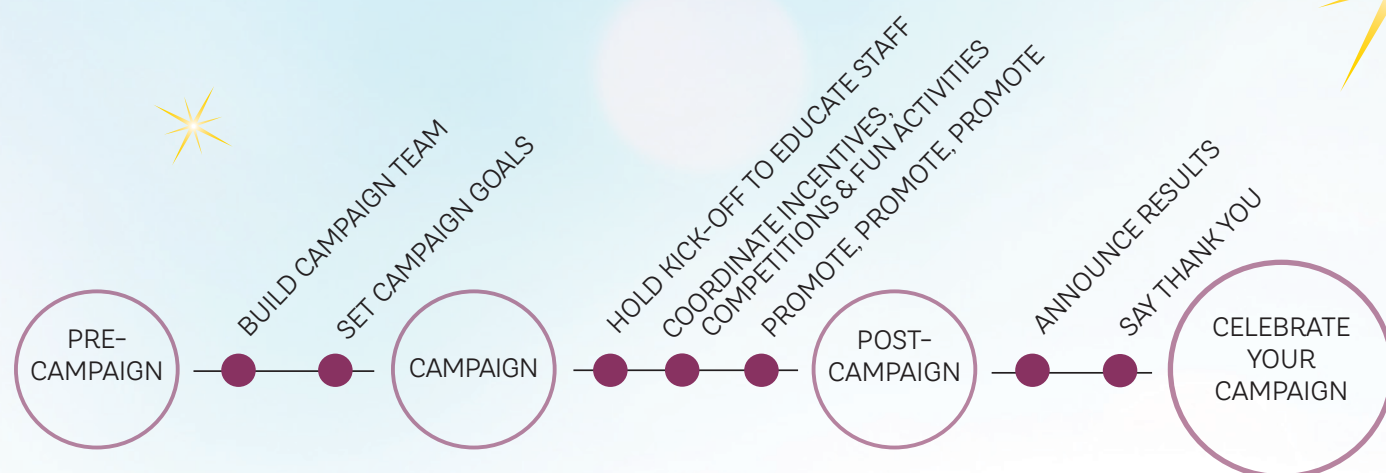
- Publicize the campaign and host a kick-off event
- Emphasize leadership giving and management participation
- Conduct one-on-ones and retiree solicitation
- Hold special events and implement incentive strategies
- Track and communicate your progress

3 POST-CAMPAIGN (1 WEEK)

- Collect final pledges and wrap-up special fundraisers
- Report results to United Way of Central Missouri
- Celebrate results internally and thank donors
- Evaluate campaign success and make recommendations

4 YEAR-ROUND CAMPAIGN

- Provide new hires the opportunity to give
- Schedule year-round volunteer opportunities



FUNdraising Ideas

Implement fun activities to encourage participation & team building

Set a dollar amount or participation goal

Provide incentives & friendly competition to encourage giving

Don't forget crowd favorites like casual day, VIP parking, & PTO days

For a complete list of additional activities & incentives visit our website at www.unitedwaycemo.org.

Disney-Themed Activity Ideas

- ✦ Bobbing for Poisoned Apples
- ✦ Disney-themed Costume Contest
- ✦ Lilo & Stitch BBQ Luau
- ✦ Men's Rapunzel Braiding Competition
- ✦ Hook it on Your Manager
- ✦ Frozen Ice Cream Social
- ✦ Cinderella Pumpkin Carving Contest
- ✦ Pinocchio's 2 Truths & a Lie Contest
- ✦ Little Mermaid Treasure Hunt
- ✦ Mr. Potato Head Look-Alike Competition
- ✦ Disney Charades
- ✦ Guess the Next Disney Lyric

Social Media

As part of your workplace campaign, post on social media to let the community know about your organization's involvement and giving spirit! Use @United Way of Central Missouri on Facebook, @unitedwaycemo on Twitter and Instagram, and #MagicMakers and #LiveUnitedMidMO.

Quick Facts About the 2017 Campaign

Goal: \$1.875 Million

Theme: Disney

Slogan: If you can dream it, you can do it!

Website: www.UnitedWaycemo.org

United Way of Central Missouri

@unitedwaycemo

#MagicMakers

#LiveUnitedMidMO

GIVE. ADVOCATE. VOLUNTEER.

