

Campaign Calendar

DATE	EVENT	TIME	LOCATION
*June 24	Pacesetter Campaign Launch	7:45 AM	Capital City Productions
*July 19 - August 25	Pacesetter Campaign		
*August 27	Pacesetter Results Due to UW	5:00 PM	
September & October	Dine United		Local Restaurants
September 8	Community Campaign Launch	11:30 AM	Capitol Plaza Hotel
September 8 - October 31	Community Campaign		
September 9 & 10	Days of Caring	8:00 AM - 5:00 PM	United Way Agencies
October 27	Community Campaign Results Due to UW	5:00 PM	
November 4	Victory Celebration	7:45 AM	Missouri Farm Bureau

*Information specific to Pacesetter Companies.



United Way
of Central Missouri

205 Alameda Drive
Jefferson City, MO 65109
(573) 636-4100

Proudly sponsored by:



EMPLOYEE CAMPAIGN Coordinator Toolkit

UNITED

we fight for the **health, education, financial stability** and **basic needs** of every person in our community!



STEPS TO A SUCCESSFUL CAMPAIGN

PRE-CAMPAIGN (2 - 4 WEEKS PRIOR TO YOUR CAMPAIGN KICKOFF)

1

- 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

CAMPAIGN TIME (1 WEEK - 2 WEEKS)

2

- Publicize the campaign and host a kickoff event with a presentation from the United Way team
- 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

POST-CAMPAIGN (1 WEEK)

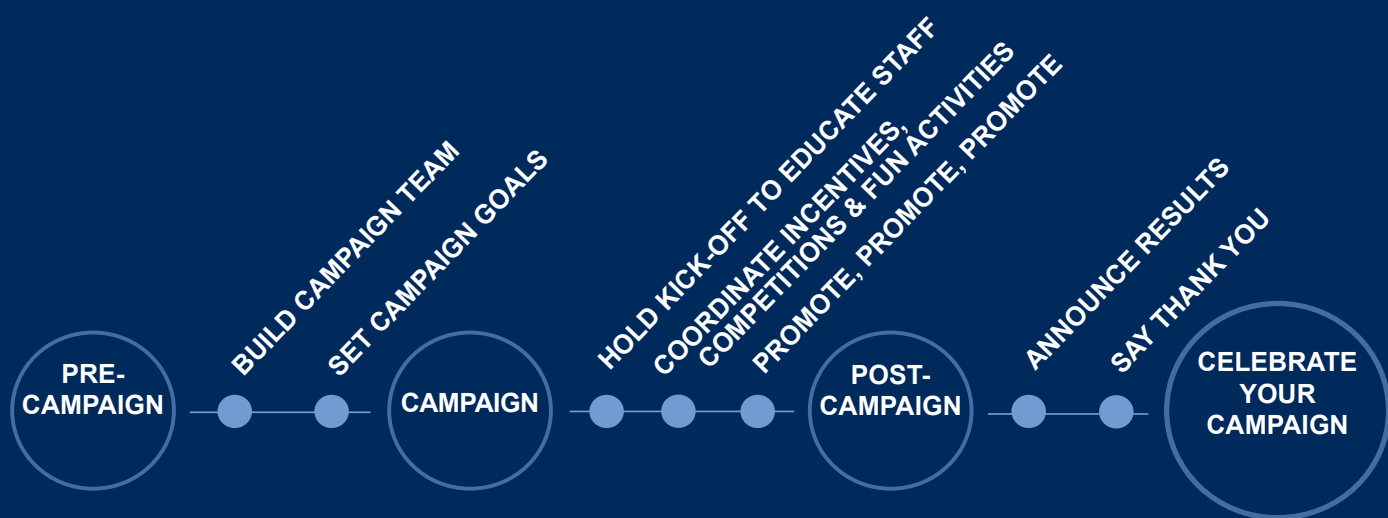
3

- 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

YEAR-ROUND CAMPAIGN

4

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



FUNDRAISING TIPS

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 additional campaign information & tools visit our website at www.unitedwaycemo.org/campaign.

BOARD GAME-THEMED ACTIVITY IDEAS

- Human Hungry, Hungry Hippos
- Twister
- Giant Jenga
- Connect Four
- Life-sized Chess
- Battleship Competitions
- Speak Out
- Telestrations
- Human Telephone
- Team Pictionary
- Office Clue: Who Did It?
- United Way Trivia

Quick Facts

Goal: \$2.2 Million
 Theme: Board Games
 Slogan: Make Every Move Count

Campaign Structures

Traditional
 Rollover
 Virtual
 Hybrid

unitedwaycemo.org

@unitedwaycemo

#MakeEveryMoveCount #LiveUnitedMidMO