

# 2025-2026 CAMPAIGN COORDINATOR GUIDE



## YOUR GUIDE FOR A SUCCESSFUL WORKPLACE CAMPAIGN

### United Way of Lebanon County

604 Cumberland Street

P.O. Box 10

Lebanon, PA 17042

717.273.8144 phone  
Unitedwaylebco.org

## LIVE UNITED

United  
Way





## TABLE OF CONTENTS

Welcome from Campaign Chairman...	3
Your United Way Support Staff .....	3
10 Steps to Success .....	4
Going the Extra Mile.....	8
Make It Fun!.....	8
Personal Notes.....	9

## Mission:

To serve as a community leader and partner, accountable for gathering and aligning resources to effectively meet the needs of the Lebanon County community.

## Who We Are:

United Way of Lebanon County is committed to directing our resources to solve challenges within our own communities. Our dedicated professional staff team is supported locally by a strong Board of Directors, active community volunteers, as well as a variety of committees and strategic partnerships.

Our community's challenges are complex. We are uniquely positioned to bring together community resources through corporate partners, service agencies, and other local organizations and individuals with diverse backgrounds and perspectives to collectively and more effectively address the issues that our neighbors face.

As a trusted community leader, United Way of Lebanon County works with many in our community to ensure a high quality of life for everyone in the Lebanon Valley.



United Way  
of Lebanon County

# WELCOME FROM CAMPAIGN CHAIRMAN

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Way**



## Dear Campaign Coordinator,

Thank you! By leading your company's United Way campaign, you play a key role in making change happen in Lebanon County. We thank you for agreeing to serve in this crucial role; your work lies at the heart of the life-changing work United Way and our partners are accomplishing in this community.

As a Campaign Coordinator, you will be supported by volunteers and United Way staff who bring the passion, expertise, and resources needed to get things done. During the campaign and throughout the year, you will have opportunities to tell the United Way story. You will help educate your co-workers about the impact United Way is making in the communities in our county.

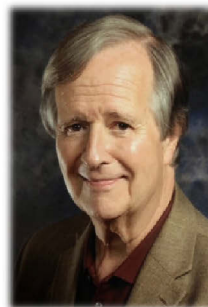
This Campaign Coordinator Guide will equip you with the tools you need to share our message through your campaign. Consider it your own personal United Way resource -- write in it, copy it, share it with your coworkers. Refer to it often during the campaign and throughout the year as a source of information, best practices, and fresh ideas. And bookmark an online copy of this guide in the Campaign Coordinator Toolkit at [www.unitedwaylebc.org/workplace-giving](http://www.unitedwaylebc.org/workplace-giving) for a quick reference.

On behalf of United Way, thank you for accepting this key leadership responsibility to create lasting change in Lebanon County. As a Campaign Coordinator, you will truly empower your coworkers to help improve the lives of others who live and work in our community.

Thank you for investing your time to make a difference in Lebanon County.

Sincerely,

**Bob Hoffman**  
2025-26 Lebanon County United Way  
Campaign Chairman



### Your United Way Support Staff

Carol Kauffman	Administrative Support Specialist	<a href="mailto:carol@unitedwaylebc.org">carol@unitedwaylebc.org</a>	717.273.8144
Erin Velazquez	Executive Director	<a href="mailto:evelazquez@unitedwaylebc.org">evelazquez@unitedwaylebc.org</a>	717.963.2369
Deborah Hornick	Director of Community Development	<a href="mailto:dhornick@unitedwaylebc.org">dhornick@unitedwaylebc.org</a>	717.963.2012

Follow these steps for a successful campaign. If you have any questions, don't hesitate to contact a United Way staff member!

## 1. Know your United Way

- Become familiar with United Way's role in the community
- Understand how United Way's Signature Service Programs and Community Impact Grants will make an amazing difference in Lebanon County by supporting collaboration
- Read your Campaign materials and be aware of how United Way's Partnerships will help solve community problems

## 2 Involve your CEO

- Meet with your CEO to discuss the objectives of the campaign and the employee participation goal
- Ask your CEO to offer an opportunity to employees to be part of a company Day of Caring project
- Ask your CEO to allow time for a group presentation
- Demonstrate your CEO's support with an endorsement letter to all employees and retirees
- Ask your CEO to approve incentives for campaign participants
- Ask your CEO to attend committee meetings and/or training, your kickoff event, and Leadership Giving meetings
- Ask your CEO to identify target leadership donors at your company
- Ask the CEO to appoint a coordinator for Leadership Giving
- Explain the benefits of a presentation to current and prospective leadership donors:
  - Sets an example of commitment
  - Raises early contributions
  - Recognizes exemplary corporate and individual support

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# 10 STEPS TO SUCCESS



### 3. Develop a strong campaign team

- Invite coworkers from as many levels as appropriate: management, communications/PR, accounting, organized labor, professional/technical staff, support staff, hourly/part-time staff, and retirees
- Ask your CEO to appoint a Company Campaign Chair who will follow the progress of the Campaign and assist in getting the “buy-in” needed
  - This person should be in senior management
  - He or she can also arrange for Leadership Giving meetings and/or solicitations
- Seek ways to include your company’s leadership donors

## 4. Plan your campaign

- Establish a campaign time line and determine your theme
- Set a goal to increase employee giving total, average gift per investor, number of leadership donors, and/or number of investors
- Develop an incentive plan to support objectives...if you're trying to increase the participation rate, consider offering an incentive for new investors; if you're trying to increase overall giving, an incentive for folks who increase their gift can help
- Purchase or obtain incentive prizes from vendors, employees, etc.
- Decide on your solicitation process (one-on-one or group)
- Select dates and reserve rooms or send virtual links for employee and leadership presentations
- Plan kickoff event and activities
- Check United Way of Lebanon County's Campaign Coordinator Toolkit at [www.unitedwaylebc.org/workplace-giving](http://www.unitedwaylebc.org/workplace-giving) for e-mail templates, sample CEO support letters, artwork for payroll stuffers and posters, event ideas, and other tools to make your campaign a success!

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# 10 STEPS TO SUCCESS

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## 8. Ask for the gift

Research proves that people give because they are asked. If your colleagues are not asked to give, they may not give. Success depends on the ask. There are several ways to do this:

- **Group Solicitation** – This is the easiest way to ask for a gift. Virtually or physically assemble your colleagues by department or shift; present our campaign video; invite your CEO or other key employees and a United Way representative to speak; distribute pledge forms.
- **One-to-One Solicitation** – This method allows for a personalized approach to investors and allows you to reach employees who cannot attend group meetings. Solicitor training offers the tools to make you comfortable with this kind of ask; ask your United Way representative for more information.
- **Outreach to Retirees** – Send a letter from your CEO, a pledge form, and a return envelope to retirees asking for their participation.

## 9. Wrapping up

- Collect ALL pledge forms; check for completeness (calculations, date, signatures, etc.)
- Distribute incentives; publicize winners
- Report your results to your United Way staff member using the Pledge Summary Report

## 10. Thank investors for your campaign success

- Thank your CEO and management staff
- Thank your leadership donors
- Thank all of your employees and retirees
- Thank your campaign team/committee
- **Pat yourself on the back for a job well done!**

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## Don't Forget to Say "Thank You!"

After a successful campaign, it is very important to say "thanks" to all the employees who helped make your campaign a success. People want to feel appreciated when they have done something positive, and helping the community by giving to United Way of Lebanon County is no exception. There are many different ways to say thank you to all of your coworkers who helped make it possible:

- Pens, hats, t-shirts, or note pads with United Way's logo on them
- Coupons for free dessert from company cafeteria
- Voice mail/e-mail/bulletin board postings saying thank you to contributors
- Payroll inserts saying "Thanks!"
- A thank you breakfast hosted in the cafeteria or conference room
- Food treats, along with a personalized note from the CEO
- Afternoon pick-me-up or snack
- Pizza party or food truck in your parking lot
- Brightly colored balloons tied to each contributor's chair

Remember to thank each individual who contributed to and volunteered with this year's campaign, vendors who supplied incentives or refreshments, members of organized labor (if applicable), and speakers, solicitors, and others who helped with the campaign.

Remember, the more personal the thank you, the more it is appreciated.

## Year-round Communication

Many people hear about United Way only once a year—when they are asked to give. Posters, newsletter articles, and fast facts remind employees how their gift helps in the Lancaster community throughout the year.

- Establish a committee to plan year-round volunteer opportunities
- Communicate to employees the impact of their contributions
- Promote the United Way website, Facebook and Twitter pages
- Utilize payroll stuffers, posters, and newsletters; use or adapt United Way campaign materials
- Coordinate a new-hires program with the employee orientation process

## Make it Fun

Go to the Toolkit at [www.unitedwaylebc.org/workplace-giving](http://www.unitedwaylebc.org/workplace-giving) to find a list of fun and creative ideas to make your campaign interactive for all!





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