

United Way Campaign Coordinators Guide

Congratulations! You have been named Coordinator for the United Way Campaign at your place of employment. Your selection is an honor given to you because of your leadership ability and enthusiasm. The Campaign Coordinator is the key to a successful employee solicitation. The results of the solicitation will be directly proportionate to his/her interest, enthusiasm, determination and ability to handle the many details that are necessary to achieve an over-the-top campaign.

This year United Way has joined the national theme of GIVE.ADVOCATE.VOLUNTEER. You can go to www.liveunited.org to view our new and exciting theme. There are videos and posters that are also available to you at this site.

GIVE. United Way's Community Fund is an easy and powerful way to create lasting change in our own community. By giving to the Community Investment Fund you are investing in the building blocks of a good life: helping children and youth succeed, support vulnerable and aging populations and strengthening and supporting families.

When you give to United Way's Community Investment Fund, you are investing in a strategic effort to create lasting change by addressing the underlying causes of community problems. United Way has done the homework so we know where to target resource to make the biggest impact.

ADVOCATE. You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. Write a letter to your legislator. United Way needs people who are passionate about helping children and youth succeed, supporting vulnerable and aging populations and strengthening and supporting families.

VOLUNTEER. United Way can help find volunteer opportunities for individuals, work teams or community groups. Visit our newly created on-line volunteer center Volunteer Solutions: www.volunteersolutions.org/uwoic to sign up.

Visit our web-site at www.unitedwayic.org and be part of the Live United campaign.

United Way has developed an employee Campaign Coordinator's Guide and other campaign materials that can be downloaded at our web-site: www.unitedwayic.org under Campaign Toolbox. We hope that you will find these materials helpful to run a successful campaign. It outlines basic campaign planning and procedures in a concise step-by-step manner. These procedures have been proven effective during years of United Way Campaigning. In addition, you can receive personal assistance throughout the campaign by calling me at 675-1778 or e-mail at cniiro@uwic.comcastbiz.net

The challenge this year is great, in light of economic conditions, but the rewards can also be great! You personally have the chance to help improve our community. The United Way of Island County helps make life better for us all.

Welcome to the team! Your work matters to the United Way. Remember, thanks to you, it works...FOR ALL OF US!

Sincerely,

Cathy Niiro
Executive Director