



UNITED WAY
Central Illinois

Employee Campaign Coordinator Guide



2025
THE POWER
OF COMMUNITY

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Thank you for serving as a campaign coordinator! I joined the United Way team in January and am truly excited to collaborate with each of you throughout this year's campaign.

Jean Bruner Jachino, Director of Strategic Partnerships
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Introduction



EMPLOYEE CAMPAIGN COORDINATORS (ECC)

ECC's are key to the success of every company's United Way fundraising campaign. You serve as the connector between United Way and the employees of your company. With the materials and support we provide, you will educate your colleagues about United Way's vital role in the community and provide them with an opportunity to show "The Power of Community". Whether you volunteered or were asked to take on this role, we appreciate YOU, and we are here to help.



UNITED WAY OF CENTRAL ILLINOIS (UWCIL)

Our community faces complex challenges—from families struggling to afford basic needs to students falling behind, seniors facing isolation, and neighbors navigating mental health or housing instability. These issues are often interconnected, and no single solution—or organization—can solve them alone.

United Way brings people, organizations, and resources together to **mobilize communities to action so all can thrive**. From strengthening local resilience to advancing health, youth opportunity, and financial security, we're working toward a future where **every person in every community can reach their full potential**.

Each year, United Way's investments help thousands of individuals access critical services. These services are working to create long-term change. When we unite together, we can build a community where everyone has the opportunity to thrive. Thank you for serving as an ECC; now is the time to step up as we work together to build a stronger community for all.



WHAT IS A WORKPLACE CAMPAIGN?

FUN

- We encourage you to set up events to promote the campaign and bring employees together virtually or in person. Ideas for fundraising events are on Page 9.

EDUCATIONAL

- The most important reason to have a campaign is to raise awareness about United Way's impact. You should use your campaign period to inform colleagues about United Way's work through videos, digital materials and meetings with the Director of Strategic Partnerships.
- Resources can be found at [UWCIL.org/Campaign-Toolkit](https://www.uwcil.org/Campaign-Toolkit).
- Or you can reach out to our office at 217.726.7000 for assistance.



ENGAGING

- Running a workplace campaign not only benefits the community, but it also improves workplace morale and employee engagement.
- Your effort and dedication to this role is appreciated more than you know! If it seems like a lot, don't worry! We are here to help. Consider setting up a campaign committee to divide responsibilities throughout the process, and remember your United Way staff are here to help every step of the way!

RUNNING YOUR CAMPAIGN

PREP FOR SUCCESS

As you develop your campaign strategy, consider your company's size and culture to find ways to engage everyone at all levels across all departments.

1. Consider prior year results, number of employees and current business climate.
2. People like to see results! Showcase dollars raised in real time throughout the campaign and remind your colleagues of the impact their gifts will make.
(Find a goal thermometer online at uwcil.org/campaign-toolkit/materials)
3. Build a diverse team from all departments to help plan and track events throughout your company campaign. Divide and delegate duties to members of the team.
4. Involve your CEO with the strategy to help:
 - Establish a campaign timeline, budget, and fundraising goal.
 - Confirm your company's corporate gift.



INSPIRE

Share the United Way story.



ASK

Ask everyone to give.



THANK

Thank everyone for their gift.

INSPIRE

Now it's time to inspire your team and get them excited about your United Way campaign!

Prior to your campaign:

1. Send emails to employees to educate and motivate them to give.
(Want a template email? United Way staff would be happy to help!)
2. Host a "KickOff" with presentations and CEO appearances.
3. Set a Goal. Consider what dollar amount you would like to raise or what participation level you would like to see. Base it on previous year's numbers and make it attainable.

Inspiring your colleagues means helping them to understand the importance of their gift to United Way. We have created several assets to help you communicate the value of United Way's work in our online toolkit at [UWCIL.org/campaign-toolkit](https://www.uwcil.org/campaign-toolkit)

Online Campaign Toolkit

Share these videos, posters, and brochures during presentations and via your employee communications, such as intranet, bulletin boards, email, newsletters, paycheck stuffers, and social media.

Follow us on Facebook, LinkedIn, Instagram & Youtube to stay updated!





ASK

1

The #1 reason people do not give is because they are not asked.

So please ask everyone. United Way believes that giving is a personal decision. Make sure that everyone has the opportunity to learn about how United Way changes lives and how each contribution drives our mission forward.

2

Identify executives and/or employees giving \$500 or more.

Here are several strategies to enhance their giving experience:

- Hold a special leadership solicitation/recognition event
- Include names of leadership donors on the intranet/newsletter/etc. (with their permission)
- Set participation rate as a company goal
- Hold a raffle for everyone who donates (prime parking spots, days off, gift cards, etc.)
- Hold competitions between stores/branches/locations/departments based on participation rate
- Offer casual dress day to everyone who donates
- Host a wrap-up party and thank everyone who participated

3

Ensure your campaign team has the opportunity to speak with all employees.

To do list for ECC:

- Keep regular totals and give progress reports to your CEO, team, organization, and your United Way Director of Strategic Partnerships
- Publicize campaign results throughout the organization
- Make sure pledge cards are filled out and signed and copies given to your HR and UWCIL. If pledging online, UWCIL will provide digital reports of pledges. Check out our online workplace portal here: www.uwcil.org/workplaceportal
- Give completed report envelopes, including signed pledge forms and any unused or borrowed supplies to Director of Strategic Partnerships.



THANK

▮ “Showing gratitude is one of the simplest yet most powerful things humans can do for each other.”
-Randy Pausch

It's important to officially close the campaign and thank those individuals who participated.

Here's some steps to complete:

- Thank individual employees for their participation, time, and support, possibly through a CEO recognition letter.
- Recognize your team and others who volunteered their time.
- Publicize your results via email, intranet, newsletters, social media, etc.
- Celebrate your success.
- Share on social media and tag United Way of Central Illinois.



TIPS & TRICKS

Campaign Timeline

Day 1

Anytime

Halfway

Deadline

Kickoff Meeting

Host a kickoff that includes a presentation from a United Way representative to educate employees about the work we do.

This can be done in as little as 10 minutes and introduces employees to the campaign and United Way.

Special Event

Anytime during your campaign, host a special event.

Email Reminder

Email staff a "Did You Know?" about UWCIL and a reminder about the due date.

Turn In to ECC

Day of deadline, remind staff to turn in pledge forms/gifts.

SAMPLE CAMPAIGN KICKOFF AGENDA

OPENING REMARKS	PRESENTER	MINUTES
Campaign Coordinator Introduction	ECC	1
United Way overview	UW staff/board	5
Campaign schedule/incentives	ECC	3
Thank you	ECC	1
TOTAL TIME		10

Post-Campaign Timeline

2-3 days after

Grace Period Collection

Give a couple days grace in case any last minute gifts missed the deadline.

3-4 days after

Payroll Copies & Thank Donors

Turn in white pledge form copies to your payroll and yellow copies to UWCIL. Thank donors!

1 week after

Return Envelope & Supplies

Fill out and return Reporting Envelope with all gifts and pledge forms, and any unused/borrowed supplies to UWCIL.



ENGAGE EMPLOYEES YEAR-ROUND

- **Volunteer with United Way!** Your Director of Strategic Partnerships can help you find an opportunity that works for your company
- **Educate new hires about United Way.** Provide an opportunity to give, and invite them to sign up for emails to learn more: www.uwcil.org/sign-up
- **Visit www.uwcil.org** to learn how your gifts make a difference!



FUNDRAISING IDEAS

Here's some fundraising ideas for you to share with your team! Take one or multiple and have fun.

FUN & FRIENDLY COMPETITIONS

- **Cutest Pet or Kid Photo Contest**

Upload and vote for the funniest or cutest photo—winner gets a prize!

- **Best Fall Outfit Contest**

Show off your autumn fashion and win bragging rights (and maybe a treat)!

- **Slipper Contest**

Who has the coziest, craziest, or cutest slippers? Show them off and vote!

- **Halloween Costume Contest**

Come in costume early—spooky, silly, or creative—to win!

- **Desk, Door, or Lamp Decorating Contest**

Go wild with decorations—ugly, creative, or themed—let the office vote!

- **Trivia Challenge**

Host a trivia game—topics can range from pop culture to local history.

- **Pushup or Exercise Challenge**

Pay to participate and compete for most reps, time, or effort!

- **Eat Healthy for a Week Challenge**

Employees pay to enter and stay accountable with group check-ins.

THEME DAYS

- **Jersey Day**

Rep your favorite team or school—donate to dress down.

- **Jean Day**

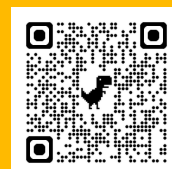
Pay to wear jeans on a designated casual day.

- **Role Model Day**

Donate and showcase your favorite real life hero.



Find More Ideas In Our Campaign Toolkit



FREQUENTLY ASKED QUESTIONS

Don't see your question here? Feel free to reach out to the Director of Strategic Partnerships at 217-726-7000.



Who runs the United Way of Central Illinois?

United Way of Central Illinois is governed by its Board of Directors, a diverse group of volunteers. They determine policy and oversee every aspect of the organization. Volunteers determine how contributions should be allocated to the local grant recipients. Professional staff provide support to volunteers, plan and organize the annual fundraising campaign, and manage day-to-day activities.



Can I direct my gift to a specific nonprofit or a United Way in another community?

Yes! Donors may direct all or a portion of their contribution to any 501(c)(3) qualified organization. However, United Way's expertise in assessing local needs and efficiently distributing funds maximizes the effectiveness of your donation, making a meaningful difference across various social issues.



How much of my contribution goes directly to funding services?

United Way's audited administrative and fundraising expenses are 17.43%. These costs are underwritten by United Way endowment and a select number of corporate gifts. This means **100% of undesignated donations made during the annual campaign go directly to program services.**



What does United Way charge for directing a gift?

United Way does not charge an administrative or fundraising charge for these gifts.



How much of my donation stays local?

100% of undesignated donations support grants to funded programs in Sangamon and Menard Counties.



Why are Employee Campaigns (and ECCs) important?

More than 50% of all United Way of Central Illinois support comes from individual giving through employee campaigns. Every gift, no matter what size, helps United Way mobilize communities, so everyone can thrive.



When is the UWCIL campaign?

Employee Giving Campaigns launch with our "Pacesetters" in July and August, then our kickoff is in September. Individual campaigns traditionally take place September through November however, other times of the year are options.



CONTACT INFORMATION



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www.uwcil.org/campaign-toolkit