

#MakeASound



EMPLOYEE

Campaign Coordinator's


TOOL KIT

United Way of
Randolph County

United
Way




Fundraising Ideas & Tips




Implement fun activities to encourage participation and 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.



Outdoor Themed Activities

- Step Challenge
- Dunk Booth
- Car Wash
- Hike Challenge
- 5K
- BBQ Challenge
- S'more's Contest
- Disc Golf
- Scavenger Hunt
- Shoe (or Facebook Mask) Decoration
- Jump Rope Challenge
- Photo Contest
- Tricycle Races
- Obstacle Course
- Putting Green

Quick Facts

Goal: \$220,000

Theme: Outdoors

Slogan: Make A Sound



Steps to a Successful Campaign



Pre-campaign

(4-6 weeks prior to your kickoff)

- Obtain management support of campaign
- Host planning meetings with UWRC representatives - via Zoom or other options.
- Build your United Way campaign team
- Set a goal and identify campaign strategies/events.



Campaign

(1 - 2 weeks)

- Publicize the campaign and host a workplace kickoff
- Emphasize leadership giving and management participation
- Hold special events and implement incentive strategies
- Track and communicate your progress



Post-campaign

(1 week)

- Collect final pledges
- Report results to United Way of Randolph County
- Celebrate results internally and thank donors
- Evaluate campaign success and make recommendations



Year-round Campaign

- Provide new hires the opportunity to give
- Schedule year-round volunteer opportunities
- Optional: Host year-round special fundraisers

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Important Dates

August 1 - November 2
Campaign Order Form Accepted

Campaign Materials Delivered
September 1 - November 20

Community Campaign
September 1 - November 29

Dine United (local restaurants support UWRC)
September 1 - November 29

Campaign Results due to United Way
December 18th

Frosty 5K (Partner with Moberly Parks and Recreation)
December 11

Trivia Night - Lodge Rothwell Park
January 23, 2021

Campaign Celebration
February 27, 2021 - Moberly Municipal Auditorium

Where to Find Us

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