

WORKPLACE CAMPAIGN COORDINATOR – QUICK GUIDE

Thank you for coordinating your workplace campaign. This one page is everything you need to run it start to finish.

Templates for every step are in the Coordinator Toolkit folder – you won't need to write anything from scratch.

Kick things off

- 1** Get your leadership's sign-off on the campaign dates and ask them to send the CEO Letter (template provided) to staff. *Week 1*

Set your goal

- 2** Check last year's total if you have it, and set a simple participation and dollar goal for your team. *Week 1*

Launch

- 3** Send the Kickoff Email/Flyer to all staff and distribute pledge forms. Set a clear return date – most campaigns run 1–2 weeks. *Week 1*

Follow up

- 4** Midway through, send the Reminder Email to anyone who hasn't turned in a pledge form yet. *Week 2*

Collect & report

- 5** Gather all pledge forms and send them to your UWF contact. Share your final results with staff. *End of campaign*

Say thank you

- 6** Send the Thank-You Letter to everyone who participated – this is the single best thing you can do to make next year's campaign easier. *Within 1 week*

What's in your Coordinator Toolkit folder

1. Pledge form (fillable)
2. CEO Letter template
3. Kickoff Email/Flyer template
4. Reminder Email template
5. Thank-You Letter template
6. UWF campaign one-pager & logos