

WORKPLACE CAMPAIGN COORDINATOR GUIDE

Everything you need to plan, launch, and lead
a successful United Way workplace campaign.



UNITED WAY
Leavenworth County



WELCOME

Thank You for Leading a Workplace Campaign

By leading a United Way workplace campaign, you are helping strengthen families, support children, and connect people across Leavenworth County to the resources they need to thrive. The time and energy you invest helps create meaningful local impact.

Whether this is your first campaign or one of many, you don't have to do it alone.

Your United Way team is here to support you with planning, campaign materials, kickoff support, employee engagement ideas, volunteer opportunities, and answers to questions along the way.

Inside this guide, you'll find practical tips, timelines, communication tools, and ready-to-use resources to help make your campaign simple, engaging, and successful.

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uwlvco.org | **Campaign Toolkit**

YOUR ROLE AS A CAMPAIGN LEADER

What is a Campaign Leader (CCL)?

As a Corporate Campaign Leader (CCL), you help make participation easy, meaningful, and engaging for employees. You are not expected to do everything yourself. Your United Way team is here to support you every step of the way with planning, campaign materials, kickoff support, volunteer opportunities, and campaign ideas. Think of your role as helping connect employees to opportunities to learn, give, volunteer, and make a local impact.

As a Campaign Leader, you may:

- Champion the campaign internally and build excitement
- Meet with United Way to plan goals, timing, and activities
- Coordinate campaign communications and events
- Help employees understand giving options and local impact
- Promote volunteer and engagement opportunities
- Celebrate results and thank employees

Pro Tips for a Successful Campaign

Keep It Short & Focused

Most workplace campaigns work best when they stay concise and maintain momentum. We recommend one to three weeks for most companies, though every workplace culture is different.

Go Beyond the Campaign

Giving is only one way employees can engage. Volunteer opportunities, team-building projects, and educational experiences can help employees feel more connected to the community year-round.

Use Your Toolkit

Your Campaign Toolkit includes ready-to-use email templates, videos, presentations, FAQs, and planning resources designed to make your job easier. Find electronic resources on our website at www.uwlvco.org/workplace-campaign.

Communicate More Than Once

Employees are busy. A kickoff announcement plus a few reminders throughout the campaign helps maintain momentum and increase participation.

Keep It Local

Employees are more likely to participate when they understand how donations stay local and support people right here in Leavenworth County.

CAMPAIGN PLAYBOOK

Most successful workplace campaigns follow the same formula: plan thoughtfully, engage employees, make participation easy, and celebrate the results.

STEP 1: BUILD YOUR PLAN

Build a campaign that fits your company culture and goals. Discuss timing, giving options, employee engagement ideas, campaign goals, incentives, and any materials you may need. Helpful questions to consider:

- How long should our campaign run?
- What participation goals make sense?
- How can leadership get involved?
- What engagement activities fit our culture?

STEP 2: LAUNCH & ENGAGE

Kick off your campaign and invite employees to participate. Share how United Way creates local impact, offer simple ways to give, and create opportunities for employees to engage throughout the campaign.

Campaigns often work best with:

- A kickoff moment
- A few reminders during the campaign
- Local stories and impact messaging
- Leadership participation

STEP 3: CELEBRATE & WRAP UP

Thank employees for participating and celebrate what your workplace accomplished together. Recognition goes a long way and helps build enthusiasm for future campaigns.

At campaign close:

- Share results
- Celebrate participation
- Send thank-you communications
- Meet with your United Way liaison for a recap

Most workplace campaigns run one to three weeks and maintain momentum through simple reminders and visible leadership support.





TIPS FOR SUCCESS

The most successful workplace campaigns are not always the biggest – they are engaging, authentic, and make participation easy. Simple campaigns often work best. A clear message, a few reminders, and opportunities for employees to participate can make a meaningful impact.

Leadership Matters

Employees are more likely to participate when company leaders show support. A short message from leadership, participation in activities, or attending a kickoff event can help build momentum.

Create Opportunities to Engage

Giving matters but it is not the only way employees can participate. Volunteer projects, educational opportunities, and team activities help engage and connect employees to local impact.

Ideas to Build Excitement

One local CEO promised to kiss a pig if employees reached their campaign goal. Whatever motivates your team, make it fun.

Simple ideas include:

- Kickoff breakfast or lunch-and-learn
- Department competitions or penny wars
- Casual day or jean pass incentives
- Food fundraisers or food truck days Raffles and giveaways
- Volunteer projects or kit builds

Recognition Goes a Long Way

Celebrate participation throughout the campaign and thank employees for getting involved. Recognition helps build momentum and strengthens future campaigns.

Simple recognition ideas:

- Leadership thank-you message and/or personalized recognition letters
- Recognition for departments or milestones reached
- Small incentives or raffles
- Publicize and celebrate your results

FREQUENTLY ASKED QUESTIONS

Running Your Campaign

When should our workplace campaign run?

Most campaigns take place over one to three weeks in September to December, though every workplace is different. Your United Way team can help recommend a timeline that works best for your company.

How can employees give?

Employees can support United Way through payroll deduction, one-time gifts, online giving, volunteer opportunities, or workplace fundraising activities.

Can UWLVCO help with our kickoff event?

Yes! We're happy to support workplace campaigns through kickoff presentations, impact stories, volunteer engagement ideas, and campaign planning support.

Can we give away United Way branded items like T-shirts, pens, notebooks, etc.?

We may be able to accommodate requests for small groups. Contact your United Way team to learn more.

Can our company host volunteer opportunities?

Absolutely. Your United Way team can help identify volunteer and engagement opportunities that align with your company culture and goals.

Are donations tax deductible?

Yes. Donations to the United Way of Leavenworth County are generally tax deductible as allowed by law. Employees should consult a tax professional for questions about their specific situation.

About United Way

Where do donations go?

Every dollar raised locally stays local and supports programs and solutions serving Leavenworth County.

How does United Way decide where funding goes?

United Way invests in vetted nonprofit partners and community solutions focused on measurable outcomes and long-term impact.

Who does United Way help?

United Way supports children, families, and individuals across Leavenworth County through programs that strengthen the health, financial stability, youth opportunity, and wellbeing of our community.

Does United Way only fund nonprofits?

No. In addition to funding trusted nonprofit partners, United Way also leads and supports initiatives designed to address local needs and strengthen long-term outcomes.

Why give through United Way?

United Way brings people and resources together to create greater local impact. Workplace giving makes it easy to support trusted community solutions close to home.

Why give through United Way rather than directly to one organization?

United Way takes a community-wide approach to solving local challenges by supporting multiple programs and partners working together to create lasting impact.

UNITED WAY WORKPLACE CAMPAIGN RESOURCES

Thank you for helping make our community a better place through your workplace campaign. Whether this is your first campaign or one of many, we are grateful for your time, energy, and leadership. We've created tools, templates, and resources to help make your campaign easier. If you have any questions, we're here to help. **Let's make this campaign a success!**

General Tips for Effective Donor Engagement

- **Send From a Person, Not an Institution:** When you send an email "from" a person rather than your organization's name, it increases donor trust, confidence, and engagement.
- **Subject Line:** This is your first impression! Keep it short (under 50 characters), intriguing, and relevant to your cause. Consider a question, a local reference, or a sense of urgency that will resonate with your audience.
- **Personalize:** If possible, address your donors by their name. Segmentation tools in your email platform (if applicable) can help tailor your email messages as appropriate.
- **Highlight Local Impact:** Showcase how you benefit the community by using local success stories, statistics, references, and/or quotes from your community members.
- **Include a Clear Call to Action:** Clearly state your call to action and make it easy for the recipient of your email message to complete that action (e.g., include a donation button).
- **Keep it Mobile-Friendly:** Ensure your email messages display well on mobile devices, where many emails are opened. When possible, test messages on an Android and an iOS device.
- **Send Reminder Emails:** Keep a steady drumbeat of support for your campaign by sending reminder emails when appropriate. Depending on the length of your campaign, we recommend sending one reminder email per week.

United is the Way Email Headers

To help make campaign communications easier, we've created a collection of ready-to-use United is the Way email headers for your workplace campaign. Choose from designs that reflect our community impact areas and use them in your campaign emails throughout the year. Download email header files on our website at www.uwlvc.org/workplace-campaign.

UNITED IS THE WAY™

Building a stronger
Leavenworth County,
together.



2026 ANNUAL CAMPAIGN
September 18-January 15

WORKPLACE CAMPAIGN RESOURCES: EMAILS

Phase 1: Welcome and United Way Campaign Kickoff

Email 1a.

From: Your CEO/Director/Board Chair
Audience: All company employees
Subject Line: Please join me in supporting our neighbors in Leavenworth County

Email Body:
So many of our neighbors are working hard to overcome barriers and get ahead.

At **[ORGANIZATION NAME]**, we believe in giving back to the communities where we live and work. That’s why I’m proud to support our friends at United Way of Leavenworth County – and I’m inviting you to join me.

Every day, United Way – with the support of community-minded partners, volunteers, and donors like us – is working hard to ensure that everyone has access to essential services and resources they need to thrive, including:

- Nutritious food and quality health care our neighbors need to lead healthy lives.
- Childcare, early learning, education, and enrichment to set kids up for success from cradle to career.
- Counseling, career training, and housing support to help families not only make ends meet, but create a sustainable financial future.
- Emergency preparedness and volunteer coordination efforts to ensure that our community stays connected, strong, and resilient, no matter what challenges we may face.

Please consider making a one-time or recurring gift to support this powerful work and send a message of solidarity and compassion to our neighbors most in need.

United is the Way.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you in advance for your generous support.

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Email 1b.

From: Your CEO/Director/Board Chair
Audience: All company employees
Subject Line: Our United Way Campaign Begins

Email Body:
Today, we are proud to kick off our **[ORGANIZATION NAME]** United Way campaign in support of United Way of Leavenworth County.

Every day, United Way helps strengthen the community we call home by connecting local children, families, seniors, and neighbors with essential support. The dollars we raise through this campaign stay here in Leavenworth County, helping provide access to food, education, housing support, career resources, emergency assistance, and other critical services.

This campaign is an opportunity to invest in the place where we live and work and help ensure more people have the support they need to move forward. Whether you choose a one-time gift or payroll deduction, every contribution helps fuel meaningful work happening right here in our community.

I hope you will consider joining me in supporting this effort.

United is the Way.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you for helping make a difference right here at home.

WORKPLACE CAMPAIGN RESOURCES: EMAILS (CONT.)

Phase 2: Reminder/Mid-Campaign Check-in - Our Collective Impact

Email 2a.

From: Your CEO/Director/Board Chair
Audience: All company employees
Subject Line: United Way and [ORGANIZATION NAME] are uniting to change lives

Email Body:

We want to take a moment to celebrate how United Way of Leavenworth County and [ORGANIZATION NAME] are partnering to change lives in our community.

Thanks to supporters like you:

[This email should be tailored to your company. Our United Way team can help with providing your giving history. We suggest:

- Highlight the number of years the company has been partnering with your United Way
- Highlight the impact the company has had during your Day of Action/Day of Caring events and the value of employee volunteerism to your community. Add photos, if you have releases.
- Has the company led food drives or holiday drives through united way to benefit the community?
- Does the company have a number of hours of volunteerism to celebrate?]

Let’s build on [ORGANIZATION NAME]’s legacy to do even more. Join us in creating a better community for all. United is the Way we can make Leavenworth County a community where all families are supported and every child can grow, graduate, and succeed.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

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Email 2b.

From: Your CEO/Director/Board Chair
Audience: All company employees
Subject Line: A quick note about our United Way campaign

Email Body:

At [ORGANIZATION NAME], we care about the community we call home. [Optional CEO/Leadership Personal Note: 1–2 sentences about why giving back matters to your organization, team, or personal connection to the mission.]

That’s why we’re proud to support United Way of Leavenworth County through our workplace campaign. United Way strengthens our community by supporting children and families, improving access to health and basic needs, and helping neighbors navigate times of crisis.

Today, I invite you to join us through a gift to United Way of Leavenworth County. Every gift makes a difference:

- \$5/week provides utility assistance for a senior citizen for two months
- \$10/week provides beds for a victim of domestic violence and their children as they move from temporary shelter into a home
- \$15/week provides primary health care services for five community members experiencing homelessness
- \$20/week provides more than 6,000 meals for children and families in need

Every dollar raised here stays here. Our community is stronger when children have opportunities to succeed, families can access the support they need, and neighbors facing hardship have someone to turn to.

[Optional Campaign Update: “We’re already seeing great participation across our organization,” OR “We’re halfway to our campaign goal.”]

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you for considering a gift and for helping make our community stronger.

WORKPLACE CAMPAIGN RESOURCES: EMAILS (CONT.)

Phase 3: Thank You

Email 3a.

From: Your CEO/Director/Board Chair
Audience: All company employees
Subject Line: Thank You for Making an Impact

Email Body:
What a powerful example of community in action.

As we wrap up our United Way campaign, I want to thank our [ORGANIZATION NAME] team for the generosity, compassion, and commitment you have shown throughout this effort.

By supporting United Way of Leavenworth County, you are helping strengthen the community we call home. The dollars raised through this campaign stay local, helping connect people with food, health care, education, housing support, career resources, and emergency assistance when it matters most.

[“Together, we raised [\$\$\$] to support local families and neighbors.”]

Thank you to every employee who participated in this year’s campaign. Your support is helping create stronger foundations for families across Leavenworth County and reflects what is possible when people choose to invest in their community.

[INSERT DONATION INSTRUCTIONS / FINAL CAMPAIGN LINK / DEADLINE IF APPLICABLE]

Thank you for helping make this campaign a success.

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Email 3b.

From: Your CEO/Director/Board Chair
Audience: All company employees
Subject Line: Thank You for Supporting Our Community

Email Body:
As our United Way campaign comes to a close, I want to sincerely thank everyone who helped make this effort possible.

Because of your generosity, [ORGANIZATION NAME] is helping strengthen Leavenworth County and support local children, families, seniors, and neighbors facing challenges. Every dollar raised through our campaign stays here in our community, helping provide access to food, education, housing support, emergency assistance, and other critical resources.

I’m thrilled to report...
[This email should be tailored to your company. Our United Way team can help with providing campaign results.]

- We recommend:**
- [ORGANIZATION NAME] employees gave \$[DOLLARS PLEDGED] to United Way of Leavenworth County.
 - [PARTICIPATION RATE%] of [ORGANIZATION NAME] Employees gave to United Way of Leavenworth County.
 - [NUMBER OF DONORS] of [ORGANIZATION NAME] employees gave to United Way of Leavenworth County
 - [ORGANIZATION NAME] employees contributed more than [NUMBER OF VOLUNTEER HOURS] volunteer hours during the campaign.]

Thank you to everyone who gave, volunteered, encouraged participation, or helped spread the word. Your support reflects the kind of community we strive to build and the values we share at [ORGANIZATION NAME].

United is the Way.

Thank you again for helping make a meaningful impact right here at home.



Give. Advocate. Volunteer.

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