



2026-27

EMPLOYEE CAMPAIGN COORDINATOR GUIDE



Great Rivers
UNITED WAY

WELCOME

WELCOME TO OUR TEAM

Congratulations and thank you for joining us!

Great Rivers United Way's Employee Campaign Coordinators (ECCs) are a group of change-seekers and trailblazers working to create a lasting difference in the Coulee Region. ECCs are frontline volunteers who raise awareness about the vital role that Great Rivers United Way plays in our community. Together, with other passionate volunteers, ECCs lead the charge to improve community mental wellbeing and ensure access to basic needs.

ECCs are crucial members of the Great Rivers United Way team. Without you, we wouldn't be able to fund programs that provide needed services in our community. When you reach out a hand to one, you influence the condition of all – UNITED IS THE WAY.

Whether this is your first year as an ECC, or you're a seasoned vet, we hope this guide makes your experience easier and more successful. Please reach out to us for support at any time.

Tim Medinger

Campaign Coordinator
tmedinger@gruw.org
(608) 796-1400, ext. 112

KJ McMillan

Development Director
kjmcmillan@gruw.org
(608) 796-1400, ext. 104

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ECC ROLE AT-A-GLANCE

WHAT DOES AN EMPLOYEE CAMPAIGN COORDINATOR DO?

Position Description: Employee Campaign Coordinator (ECC)

Goal: To enable your co-workers to participate in creating a stronger community by planning, organizing, and coordinating a successful Great Rivers United Way campaign within your workplace.

Serving in this role is an opportunity for you to:

- Become more connected to the people in your company
- Strengthen relationships with your co-workers
- Demonstrate leadership skills
- Network with people in similar roles at United Way trainings and events
- Have some fun!

Key Responsibilities:

- Work closely with your CEO, Human Resources, and Great Rivers United Way's Campaign Coordinator
- Develop an effective campaign plan including dates, goals, etc.
- Recruit a team of volunteers or committee members to assist you
- Request speakers and materials from Great Rivers United Way
- Coordinate the distribution and collection of campaign materials
- Coordinate your company's kick-off and recognition events
- Promote the campaign throughout your company
- Encourage Circle of Excellence leadership giving (gifts of \$500+)
- Encourage giving of time, talent, and resources among your colleagues
- Educate your colleagues about Great Rivers United Way
- Make your workplace campaign fun
- Thank your company's donors and volunteers
- Evaluate your campaign and make recommendations for next year

UNITED WAY 101

NEW TO GREAT RIVERS UNITED WAY?

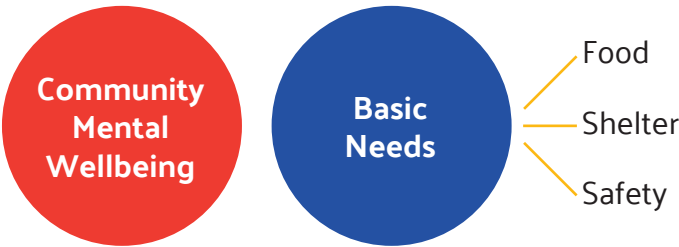
This page is for you! Since 1949, local business leaders have been investing in their communities and achieving their philanthropic goals through United Way workplace campaigns. **Why?**

Because United Way works.

Great Rivers United Way mobilizes communities to action so all can thrive. We create lasting change by conducting community research, identifying key issues and areas of focus, and gathering the right partners to do the most impactful work alongside us.

Because United Way is easy.

A majority of Great Rivers United Way donors take advantage of payroll deduction: pledging to have a smaller, more manageable amount of money taken out of their paychecks. Your one donation to Great Rivers United Way supports many health and human services programs – don't pick and choose which programs to give to, when they're all important to the wellbeing of our community.

Areas of Focus		
Impact	Last year, 68,187 local people received help from Great Rivers United Way funded programs 1,448,979 times – that's once every 22 seconds!	
Partners	Great Rivers United Way currently funds 49 programs offered by 31 health and human services nonprofit organizations, plus several GRUW programs. See the "What We Fund" page on our website for a complete list of grantees and programs.	

SAMPLE "ELEVATOR SPEECH" A 30-60 second pitch to persuade colleagues

Great Rivers United Way unites people and resources to find solutions to our community's most pressing problems. They take a comprehensive approach, listening and responding to our region's top needs. Eighty-three percent of Coulee Region residents are very or moderately concerned about mental health in our community, and data confirms this need. Your gift to Great Rivers United Way supports local resources that foster mental wellbeing and meet basic needs so all members of our community can thrive. **End with your "why United Way" or "aha" moment, and an ask to join you.**

FREQUENTLY ASKED QUESTIONS

Q: When should we run workplace campaign?

A: The timing and length of your workplace campaign is a corporate decision. Most companies choose to run August through November, which allows them to wrap up by our campaign close date: December 31. Payroll deduction typically runs January-December, but this is also a corporate decision.

Q: How long should our workplace campaign last?

A: The length of your workplace campaign is also up to your company, with company size serving as a good starting point: small to mid-size companies typically run 2-3 weeks, larger or multi-site companies may take 3-4.

Q: Can we collect pledges online?

A: Yes, Great Rivers United Way has an online giving platform that collects payroll deduction, credit card, and billed gifts, and can also be customized to suit your company's needs. For more information or a demonstration, please contact us.

Q: Can employees designate their donation?

A: Yes, donors may designate their gift in a variety of ways; however, your direct, undesignated investment in the Community Investment Fund allows Great Rivers United Way to leverage data, expertise, and partnerships to address our region's top needs. Designation options may be discussed by calling (608) 796-1400.

Why give to Great Rivers United Way?

Charitable giving is a personal decision, and Great Rivers United Way encourages potential donors to do what is most comfortable for them. There are many deserving nonprofits in our area to support. Your gift to Great Rivers United Way:

- Supports health and human services programs in Buffalo, Crawford, Jackson, La Crosse, Monroe, Vernon, and Trempealeau counties in Wisconsin, and Houston County, Minnesota – we fund programs right here in the Coulee Region!
- Facilitates the Compass Now community needs assessment that reveals our region's top needs – we study problems and fund solutions!
- Helps people facing multiple challenges more than a gift to any one agency alone – we know that the issues we face are complex and require a multi-faceted approach!
- Allows us to evaluate the impact and efficiency of our funded programs, so you don't have to – we funnel your hard-earned dollars to programs that need them the most, including some you have probably never heard of but are doing wonderful work!
- Is community-driven, from start to finish – we recruit volunteers who live and work here to read and rate the grant applications we receive!
- Creates a strong and vibrant non-profit landscape – we provide our partners with more than just money, so we can all thrive!

BEST PRACTICES

FOR A SUCCESSFUL CAMPAIGN

Prepare

- Every company culture is different. Great Rivers United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic goals, and/or time and resources.
- Recruit and prepare a campaign team. Your campaign will be a lighter lift and more fun with friends!
- Fill out the Planning Worksheet at the end of this guide – our campaign staff are happy to do this with you.

Engage

- Lead by example: make your campaign's first gift, and go to leadership next.
- Make it relevant. Ask people to consider how much they spend on coffee or other small items per week. Would they be willing to donate that amount to the campaign? (See our "What Your Dollars Can Do" PDF in our online Campaign Center for some great examples!)

Motivate

- Make challenges achievable. Asking people to give \$2 per week sounds more doable than \$104 per year.
- Create competition. Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate, or signs up the most volunteers.
- Host creative, fun ways that motivate donors – see our FUNdraising (pdf) for ideas!
- Offer free or low-cost incentives, and tell potential donors about Great Rivers United Way's sweepstakes.

Ask

- Start off with people who already give. Their participation will build momentum.
- Personalize contact and positive attitude are critical to your campaign's success.
- Utilize all corporate channels for "the ask."
- Make it personal. A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.
- Invite questions. Be prepared for concerns by being knowledgeable about Great Rivers United Way's work.

Thank

- You can't thank people enough. Say "thank you" when you pick up pledge forms and send out emails.
- Send a CEO communication. Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it's an email or intranet announcement, CEO support can be a key to success.
- Celebrate with a thank you event. It can be part of another company gathering, or an event all on its own. Either would be a great opportunity to publicly honor participants, highlight results, and showcase year-round engagement opportunities.

Keep the momentum!

- Maintaining year-round visibility will keep you and your colleagues informed and invested, making future fundraising easier and more successful. Check out our Community Engagement Menu (pdf) for ideas.

PLANNING WORKSHEET

1. ORGANIZE & TRAIN YOUR CAMPAIGN TEAM

List your campaign team and what each member will be in charge of: communications, incentives, events, etc.

TEAM MEMBER	ROLE

2. GET BUY-IN & SUPPORT FROM THOSE IN CHARGE

List your CEO/top leadership and how they will communicate their support during your workplace campaign.

NAME	MESSAGE & DELIVERY

3. SET CAMPAIGN DATES & GOALS

Start Date _____ End Date _____

CAMPAIGN GOALS		
	PRIOR YEAR RESULTS	CURRENT YEAR GOAL
Employee Participation (%)		
Employee Pledges (\$)		
Corporate Gift (\$)		
Leadership Givers (#)		
Total Dollars Raised (\$)		

Campaign planning meeting dates: _____, _____, _____, _____

4. EDUCATE YOUR COLLEAGUES ABOUT UNITED WAY'S IMPACT

Write down a basic communication plan, including topics, and how and when, you will get the word out.

TOPIC	HOW	WHEN
<i>Ex: Campaign logistics – start & end date; 1st ask</i>	<i>Email</i>	<i>#/#/2026</i>

PLANNING WORKSHEET

5. INVITE EVERYONE TO PARTICIPATE

Determine how all employees will be asked to donate (paper and/or online form).

Paper Pledge Form

- How will paper pledge forms be distributed?
- How will paper pledge forms be collected?
- How are you checking that all donor information has been provided?

Online Pledge Form

- How will the link to your company's custom online form be distributed?
- How are you ensuring that all of the donor information United Way needs is captured?
- How are you reaching colleagues that have limited/no access to email/internet?

6. THANK YOUR COLLEAGUES FOR THEIR DONATIONS

Think of ways to show appreciation to everyone who invests. Consider providing incentives. Find out if your company has a budget for this.

WAYS OUR COMPANY WILL THANK DONORS

7. IMPLEMENT A NEW HIRE / RETIREE PROGRAM

As a way to deal with natural turnover in a company, it is important to include giving to Great Rivers United Way in your new hire and retirement processes.

- Can/how will new hires be introduced to Great Rivers United Way during onboarding?
- Do/could you engage retirees in your workplace giving campaign?
- Are your company's retirees aware that they can continue to give to Great Rivers United Way and that there are payment options just as convenient as pledging?

8. ENGAGE YEAR ROUND

Generate ideas, activities, and events that will help you communicate year-round to your colleagues about Great Rivers United Way, not just during campaign time.

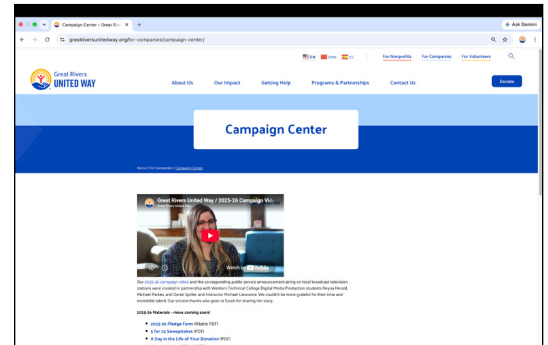
QUARTER/MONTH	IDEA/ACTIVITY/EVENT

TOOLS & RESOURCES

Great Rivers United Way offers several tools on our website's Campaign Center, pictured below. Many of these materials were created, or improved upon, with Employee Campaign Coordinator feedback. For a complete list of up-to-date files, visit www.gruw.org/campaign.

Campaign Essentials

- 2026-27 Pledge Form PDF (www.gruw.org/pledgeform)
- Report Envelope PDF (www.gruw.org/reportenvelope)
- Corporate Card PDF (www.gruw.org/corporatecard)
- Give & Win Sweepstakes (www.gruw.org/sweepstakes)
- Email Templates Word Doc (www.gruw.org/emails)
- FUNdraising Ideas PDF (www.gruw.org/fundraising)



Telling the United Way Story

- Campaign Video (www.youtube.com/greatriversunitedway – see featured video)
- Success Stories (www.gruw.org/success)
- Fast Facts (www.gruw.org/fastfacts)
 - Note: please don't share this web page – the text/graphics are meant to be downloaded and used in emails, internal webpages, social media, etc.
- Annual Report (www.gruw.org/annualreport)

Infographics

- A Day in the Life of Your Donation PDF (www.gruw.org/adayinthelife)
- What Your Dollars Can Do PDF (www.gruw.org/dollarsdo)

Need something else? Don't hesitate to ask. Have an idea? It's probably a good one, and we might be able to make it happen. Contact us!

Display boards

Borrow our large felt display board, which can be customized for your campaign's needs, or one of several portable foam-core displays with general information about GRUW.

Give-aways

GRUW has t-shirts in our brand colors and SWAG (Stuff We All Get) that can help support your campaign. This is especially beneficial for public/government organizations that cannot have a budget for incentives. We are also able to hook you up with access to the United Way Store, where you can order (co-) branded merchandise of your choosing at cost to you.

Corporate T-shirts

Co-branded "UNITED IS THE WAY" t-shirts are a great way for your company to show its support of Great Rivers United Way. T-shirts are available in a variety of colors and a choice of ink: black or white. Please fill out the Corporate T-shirt Form available online at www.gruw.org/tshirts (PDF).

Social Media Channels

- Facebook: [/greatriversunitedway](https://www.facebook.com/greatriversunitedway)
- Instagram: [@greatriversunitedway](https://www.instagram.com/greatriversunitedway)
- LinkedIn: [/greatriversunitedway](https://www.linkedin.com/company/greatriversunitedway)
- YouTube: [/greatriversunitedway](https://www.youtube.com/greatriversunitedway)

LIVE UNITED

Great Rivers United Way

1855 E. Main St.
Onalaska, WI 54650
(608) 796-1400
www.gruw.org



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