



UNITED WAY
of Central Texas

**Together,
we build
stronger
communities.**



Campaign Champions

2026

Campaign Coordinator

UNITED IS THE WAY - WE ARE UNITED

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Campaign Champions are the critical link between United Way of Central Texas and the employees of our corporate partners that help us make Central Texas counties greater.

IN THIS GUIDE, YOU WILL FIND:

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- Step-by-step instructions on planning every aspect of your campaign, from the logistical to the fun .
- Ideas and tips to make your campaign more engaging for all employees .
- Links to additional resources that will help you plan your campaign We hope you will use this guide as a go-to resource for your campaign needs, but a guide can only do so much.
- UWCT staff are available to help with the rest, so please reach out to us anytime.



UNITED WAY OF CENTRAL TEXAS

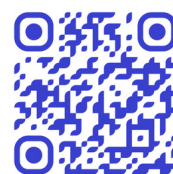
OUR VISION:

United Way of Central Texas envisions a community where all individuals and stability.

OUR MISSION:

United Way of Central Texas improves lives by mobilizing community partnerships and resources to advance the common good.

uwct.org



WHAT WE WANT TO COMMUNICATE:



/uwct



@uwct



uwct

- We are working to improve lives and ensure the stability and well-being of every person throughout our diverse Central Texas communities.
- We raise money locally and invest locally.
- We help Central Texas' working families and individuals.
- We are results-driven and research-based.
- We create opportunities for anyone to be a philanthropist.

CAMPAIGN CHAMPION ROLES & RESPONSIBILITIES

WHAT ARE YOUR RESPONSIBILITIES AS A CAMPAIGN CHAMPION?



01 Become a United Way Cheerleader!

02 Educate and Inspire

03 Build An Effective Campaign Plan - Coordinate Kickoff, Drives, etc.

04 Recruit A Team, Don't Do It Alone, Use UWCT As Speakers For You

05 Secure Leadership Approval and Support

06 Coordinate Campaign Activities

07 Promote Participation Throuthout the Entire Organization

08 Track Progress and Share Updates

09 Encourage Leadership to Participation- Lead by Example

10 Communicate Through All Channels

11 Review and Improve - Things That Worked and Things That Didn't

12 Celebrate Your Team Involvement and Experiences

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WORKPLACE GIVING



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ANNUAL EMPLOYEE CAMPAIGN

It feels good to be part of the solution. When you hold a United Way Campaign at your workplace, you are opening your employees and co-workers to easy ways they can make a difference like donating through payroll deductions, participating in special events, or volunteering with one of our community partners. Make the ask super easy. Work with your HR for payroll deductons, special events, voluteering and direct support for community impact..

BENEFITS OF BEING A CAMPAIGN CHAMPION:



- You are recognized as a leader in your organization.
- You develop your leadership, project management, and public speaking skills.
- You make a personal investment in your community, learning how issues are addressed.
- Wide visibility of your project management skills throughout the organization.
- Awareness of your direct impact to the community.

BEST PRACTICES



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**Together,
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stronger
communities.**



#1 EDUCATE YOURSELF ABOUT UWCT

The more you know about United Way and running a campaign, the more successful you will be promoting your campaign, communicating the mission of United Way, and leading your team.

- Attend Campaign Champion Training
- Keep this Guide and refer to it often
- Bookmark our website (UWCT.org)
- Follow us on social media for real-time updates

#2 RECRUIT & TRAIN YOUR CAMPAIGN COMMITTEE

- Don't run your campaign alone. Recruit a committee of enthusiastic, resourceful, and committed employees to help you plan the best possible campaign!
- Diversity is important. Involve representatives from various departments in your organization, such as marketing, communications, human resources, payroll, etc.
- Set up regular committee meetings and delegate responsibilities. You can ensure campaign success by creating roles and responsibilities for committee members, such as marketing and events, campaign communication, department liaison, payroll contact, etc.

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BUILD MOMENTUM EARLY

#3 SECURE EXECUTIVE OR TOP-LEVEL SUPPORT

The success of your campaign relies heavily on strong top-down support, especially the commitment, buy-in, and active involvement of your CEO and executive team.

Securing visible support from leadership not only streamlines the planning process but also builds momentum, significantly increasing your chances of achieving your campaign goals.

#4 DEVELOP A CAMPAIGN PLAN

- Use data to drive decisions.
- Set a challenging, yet attainable goal.
- Build an employee engagement calendar.
- Share tasks so everyone contributes.
- Create a clear communication plan.
- Schedule check-ins to review progress



— PLAN —

— LAUNCH —

— ENGAGE —

— ASK —

— THANK —

— REPORT —

PROMOTE THE CAMPAIGN



#5 PROMOTE AND PUBLICIZE

You and your committee can be creative in generating publicity and creating excitement and interest. You know your workplace culture best and what will be most effective for your team. Campaigns with great visibility encourage everyone to take part in them.

PROMOTION IDEAS

- Email Announcements
- Internet Posts
- Personalize Letters
- Pay Stub Inserts
- Flyers and Posters
- Campaign Videos
- Leadership Messages
- Countdown Reminder
- Progress Updates
- Place flyers and brochures in prominent places like lobbies, kitchens/lounges and elevators.



ORDER CAMPAIGN TOOLKIT MATERIALS

- Marketing Material (flyers, brochures, etc.)
- Digital Donation Links
- Pledge Forms
- UWCT Videos
- UWCT Giveaways
- QR Codes and Links
- Speaker Support

**MOST IMPORTANT
CHOOSE:
CAMPAIGN DATES
EARLY**

**Suggestions:
Most Successful Timeframe
JAN-OCTOBER
(in some cases: during
open enrollment)**

#6 PROMOTE LEADERSHIP GIVING

Leadership donors contribute \$500 or more annually to United Way. Ask leadership to champion participation, educate managers, and recognize leadership-level giving.

ASK. REPORT. KEEP ENGAGING.

#7 PLAN AND IMPLEMENT A GREAT KICKOFF EVENT

A kickoff event communicates a consistent message to employees about community needs and the services United Way of Central Texas helps connect with. It also generates enthusiasm, support, and visibility.

- Make sure your CEO or senior management can attend.
- Use themes like United is the Way, Unity in the Community, and We Are United.
- Show a UWCT video or invite a UWCT partner to speak.
- Plan options for multiple shifts. Use prizes or incentives to build excitement.

#8 VOLUNTEER

Create an employee volunteer group to see how your contributions make a difference in the community while giving employees a sense of ownership and building morale.

Register to volunteer with UWCT by visiting our website UWCT.ORG or scanning this QR code.



**Scan to
VOLUNTEER**





#9 MAKE THE ASK

Do you know why most people do not give to United Way? Because they were never asked. Most people are generous and want to help. Your role is to ask clearly, make giving easy, and explain why support matters.

The ask is not pressure. It is an invitation to make a difference.

#10 WRAP UP THE CAMPAIGN

Tallying results and completing the report form is essential for keeping employees informed about how contributions are making a difference.

Collect forms, confirm matches, share final results with UWCT, and thank everyone.

#11 YEAR-ROUND ENGAGEMENT

UWCT is able to tailor options to support your company's employee engagement and corporate social responsibility objectives by year-round community engagement.

Volunteer, Activities, Donation Drives, Partner Agency Tours, Day of Caring, Football & Cheer Camp, Read Across America

E-PLEDGE FUNDRAISING

GiveSmart[®]
by communitybrands

SETTING UP AN E-PLEDGE FUNDRAISING CAMPAIGN WITH UWCT GIVESMART

Connect with your UWCT campaign representative to discuss your options for running a digital campaign. Through the GiveSmart fundraising platform, donors have the option of making a one-time credit card donation or a traditional payroll deduction. Your UWCT campaign representative will work closely with you in setting up your personalized GiveSmart digital fundraising link.

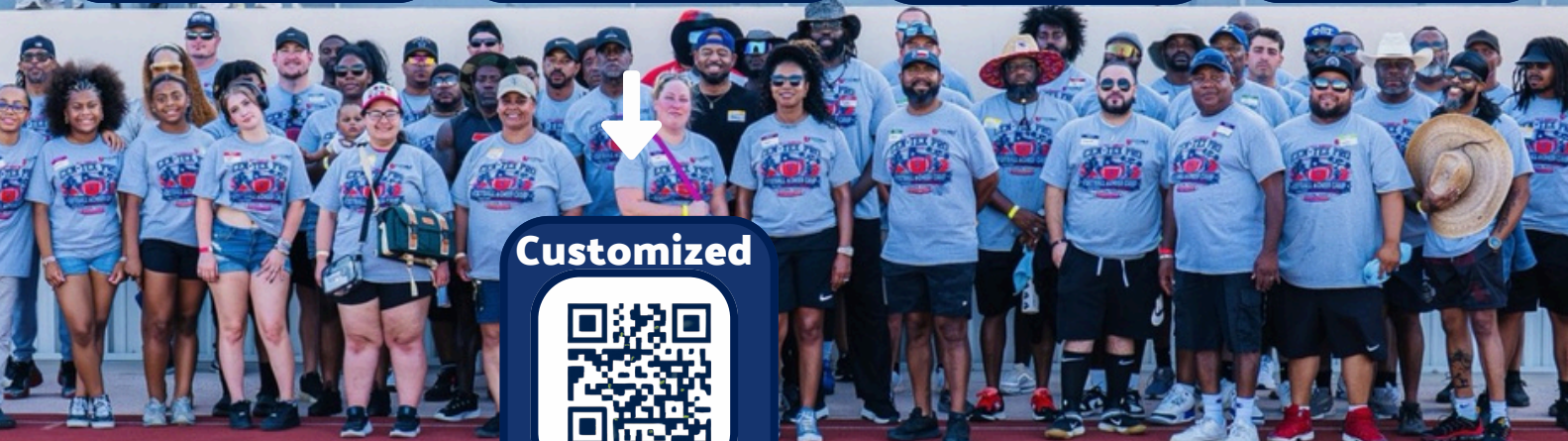


**#1 Connect with
UWCT**

**#2 Build your
digital link**

**#3 Share the
link**

**#4 Track
progress**



Customized



CAMPAIGN CHECKLIST

VOLUNTEER ACTIVITY

Promoting employee volunteerism boost morale and deepens philanthropic commettment. UWCT can provide volunteer opportunities throughout the year and help manage project logistcs.

CAMPAIGN CHECKLIST

BEFORE THE CAMPAIGN

- ☐ Meet with UWCT representative
- ☐ Attend the Campaign Champion training
- ☐ Secure CEO/Senior management support
- ☐ Review history and set your goals
- ☐ Recruit a campaign committee
- ☐ Determine plan, dates , incentives (Sugg:estion: Jan-October)
- ☐ Gather communications/materials
- ☐ Scheduler kick-off, dates and speakers
- ☐ Promote launch announcements

AFTER THE CAMPAIGN

- ☐ Collect pledge forms/materials
- ☐ Complete the paperwork with UWCT
- ☐ Confirm corporate contributions
- ☐ Send thank you messages
- ☐ Publish story, photos, results
- ☐ Evaluate Successes/challenges

DURING THE CAMPAIGN

- ☐ Distribute pledge forms/E-pledge links
- ☐ Set goal of 100% ask rate.
- ☐ Promote events across channels
- ☐ Hold a mid-campaign committee meeting
- ☐ Send progress reports
- ☐ Follow-up with pledge forms
- ☐ Send deadline reminders about campaign events, incentives, and deadlines

YEAR ROUND

- ☐ Keep employees updated
- ☐ Promote volunteer opportunities
- ☐ Share impact stories
- ☐ Participate in drives and Day of Caring



SET A CHALLENGING YET ATTAINABLE GOAL



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ACCESS 2025 DATA

Employee giving total:

Leadership giving (\$500+ annually):

of Employees

of Donors

of Leadership
Givers

Employee Participation

(total # of donors divided by total # of employees)

Previous 3-year giving totals:

2024:

2023:

2022:

Difference year-to-year:

2023 to 2024 %

2024 to 2025 %

IDENTIFY POTENTIAL

Average gift \$ x # of new donors =
TOTAL increased participation:

of new Leadership Givers X \$500 =
TOTAL leadership increase:

IDENTIFY GROWTH

Does your company offer a corporate match for employee donations? If so, what are the guidelines?

Does your company offer **sponsorships, grants, or other corporate gifts**? You may want to consider these types of questions when working to increase corporate support for United Way of Central Texas.

CALCULATE YOUR 2026-2027 GOAL

2026 Total Employee Giving + Potential growth based on new donors + Potential growth based on new Leadership Givers + Potential company gifts.

TOTAL



THANK YOU FOR LEADING THE WAY!

ADDITIONAL RESOURCES

EVERYONE, EVERYWHERE HAS
THE OPPORTUNITY TO
THRIVE!

Your United Way Team

United Way of Central Texas staff is here to help you energize, engage, and inspire employees throughout your campaign. They are your greatest resource and are an important part of your TEAM. Contact us for help with your questions, scheduling speakers, developing customized volunteer experiences, and implementing new campaign strategies.

United Way Website

Visit UWCT.org to learn about our work and to download campaign materials, photos, videos and other campaign tools.

United Way Publications

Make sure everyone you are asking to support United Way receives these items. United Way publications provide an overview of our goals, statistics on community needs, descriptions of our services, and more.

Campaign Champion Manual

To energize and educate your committee and campaign team, equip them with this useful guide.

Campaign Toolkit

UWCT.org/campaign-toolbox to download resources.

United Way Videos

Share UWCT's videos to help your colleagues understand the breadth and impact of United Way's work. The videos featuring the stories of individuals who have been helped by United Way are another great tool to educate and inspire.



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