

Salina Area United Way

STRENGTHEN  **OUR COMMUNITY**

Grow from yesterday. Give for today. Guarantee tomorrow.

2024-2025 Campaign



SALINA AREA UNITED WAY

INTERNAL COORDINATOR GUIDE

WELCOME INTERNAL COORDINATOR!

You play a crucial role in the success of your company's campaign. The dollars raised through your workplace – because of your hard work and dedication – help our community create a future filled with promise and opportunity.

Whether you have been a Campaign Coordinator for several years or this is your first campaign, our team is here to assist you in running a successful Workplace Campaign. We have provided you with an online Workplace Campaign Toolkit that contains everything you need to make your campaign a success. If you need any additional assistance, reach out to the Salina Area United Way at any time. We are here for you!

The effort you put into your workplace campaign is a vital key to Salina Area United Way's success this 2024-2025 campaign season. Funds raised during this campaign not only support the United Way's program but also supports our 13 Funded Partners and 7 Early Childcare partners.



WHAT IS YOUR ROLE AS CAMPAIGN COORDINATOR?

As Campaign Coordinator, you lead the planning, implementation and evaluation of your campaign. But don't worry - we'll be with you every step of the way.

YOUR KEY RESPONSIBILITIES:

- Seek support for your campaign plan from upper management
- Educate employees about United Way and provide the opportunity for every employee to give
- Work with your United Way representative and your company payroll contact to collect and fulfill pledges
- Evaluate your campaign and make recommendations for next year
- Celebrate the success of your campaign and the impact your company has right here in the Salina area!

WORKPLACE CAMPAIGN TOOLKIT

We have provided the 'Workplace Campaign Toolkit' this year with everything that you need to make your campaign a success! From flyers to social media graphics, Salina Area United Way has you covered. You can find the toolkit at:
www.unitedwaysalina.org/workplace-campaign-toolkit

Marketing Collateral



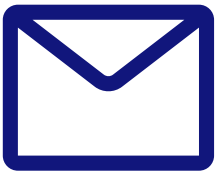
We encourage you to use any and all flyers that we have provided to **spread the word** about workplace campaign to your organization's employees! These can be printed to hand out personally or for bulletin board/break room purposes. Under this tab you can also find the employee **pledge form** for all employees to fill out to successfully participate in workplace campaign.

Social Media

Several options of graphics are provided to you to use on your social media channels, spreading the word to employees and the general public about your organization's participation in Workplace Campaign and the impact it makes on our community. We encourage you to post the 'Proud Supporter of Workplace Campaign' graphic once we kick off our campaign season!



Internal Email



Not only are the graphics provided good to use for social media purposes, but would be a great addition to internal email blasts and updates that go out to your employees. The 'Number Breakdown' and 'Small Gifts' graphics hit the nail on the head about how payroll deduction ends up making a huge impact through smaller donations that accumulate throughout time. Put these to use!

United Way Logo's

Our logos are a part of the workplace campaign toolkit for you or your organization's marketing team to have access to creating and branding your own collateral or social media content to help spread the word about Workplace Campaign. The more vocal your organization is about United Way and payroll deduction, the more successful your overall campaign will be!



WORKPLACE CAMPAIGN

SALINA AREA UNITED WAY

Join us in helping our community **Live United!**

Giving back to the Salina Area United Way through **payroll deduction** during our organization's Workplace Campaign, no matter the amount, makes a **huge impact**. If we all pitch in and do our part, United Way can greatly surpass their Campaign goal of raising \$550,000 to **help local nonprofit organizations** continue on with their missions and work in our community.

total raised:
\$785,000

What if **3,847** people from our community gave **\$7.85** per pay period?



What if **5,000** people from our community gave **\$7.85** per pay period?

total raised:
\$1 MILLION

WORKPLACE CAMPAIGN

SALINA AREA UNITED WAY

WHY PAYROLL DEDUCTION: Salina Area United Way is the **only nonprofit** organization that can utilize **payroll deductions** as another focus point for fundraising. Giving back through payroll deduction allows donors who want to give back to our community to **donate smaller amounts** throughout a **longer period** of time that accumulates greater impact in the end.

