

# Campaign Coordinator - Steps for Success

You will receive campaign updates from the UR UW office throughout the campaign. If you have questions or need campaign materials or support, contact the UR United Way office by email: [uwco@hr.rochester.edu](mailto:uwco@hr.rochester.edu).

\_\_\_\_\_ Please read all of the information in this folder (online or paper version), noting the important dates.

\_\_\_\_\_ Select volunteers to assist you with the campaign, if you have staff in several locations or a larger department (e.g. more than 100 people). Please forward campaign correspondence to your volunteers as newsletters & emails from the University's United Way Office are only sent to Coordinators.

\_\_\_\_\_ Review the UR United Way's website: [www.rochester.edu/unitedway](http://www.rochester.edu/unitedway) and the United Way of Greater Rochester and the Finger Lake's website: [www.unitedwayrocflx.org/](http://www.unitedwayrocflx.org/)

\_\_\_\_\_ Discuss the importance of the United Way Campaign at any staff meetings you are a part of, and respond to questions your department may have regarding the campaign. You can also request a United Way speaker in person or on zoom, for a brief United Way presentation. Contact the University's United Way office for details. **There are also United Way Campaign power point slides to show at a staff meeting.** Look for information in the coordinator training folder on the UR website.

\_\_\_\_\_ If department staff are physically present in your department, please raise awareness of the campaign by displaying campaign posters, materials and paper pledge forms which are available by contacting the UR United Way Office. You are also encouraged to host a United Way event. Contact our office for suggestions.

\_\_\_\_\_ Send campaign reminder emails (suggested text in this folder) emphasizing the goals of increased participation and increased dollars raised, while promoting the easy, online United Way pledge system, available starting **March 12<sup>th</sup>**.

\_\_\_\_\_ Access coordinator campaign reports to assist you with solicitation and follow-up in your department(s). See the reporting sheet in this folder for details.

\_\_\_\_\_ Send completed paper forms (note: cash or check donations can't be made online) in one of the following ways: **UR Mail:** BOX UWAY-614 **US Post office:** UR United Way, 46 Prince Street, Rochester NY 14607. **Email form(s):** [uwco@hr.rochester.edu](mailto:uwco@hr.rochester.edu)

\_\_\_\_\_ Emphasize the ease of Continuous Pledge payroll deduction and the annual increase donation option. Remember Continuous Pledge can be modified or revoked at any time. See the Continuous Pledge sheet in this folder for further details.

\_\_\_\_\_ Make your personal gift to the campaign, remembering that no gift is too small.

\_\_\_\_\_ Have fun! The University would not have a successful campaign without your efforts.