



Your Role as an Agency Campaign Coordinator

THANK YOU for helping with the State Employees' Charitable Giving Campaign as your agency's Campaign Coordinator. The time and energy you put into this campaign makes a difference in the lives of your fellow Idahoans! As an Agency Campaign Coordinator:

- Review campaign resources, media, and materials at www.unitedwecare.idaho.gov
Note the campaign timeline (October 1 - October 31).
- Communicate with your Leadership Team Coordinator and attend coordinator training.
- Coordinate and carry out your agency's campaign. This will include getting top management's support and endorsement before you start your campaign. Recruit co-workers to help you administer and advertise your campaign.
- Consider having a fundraising event. Ideas can be found on the "coordinators" tab of the website or specifically at https://unitedwecare.idaho.gov/docs/Fundraising_Ideas.pdf
- Communicate to co-workers in weekly emails and/or about upcoming activities.
- Guide employees to the online giving option (E-Way) or help employees complete pledge forms. Administer pledges or donations as follows:

Via E-Way

You will receive a weekly Excel report via email. If a payroll deduction is chosen by a charitable giver, you communicate the name/amount/frequency to your payroll person. No action is needed for one time credit/debit donations.

Via Pledge Form

Assemble all completed pledge forms and donations via check. If a payroll deduction is chosen, make a copy and give to your payroll person.

Final Report Form

Assemble pledge forms, fundraising dollars, and checks, then fill out the final report form and send to your local United Way Office.

- Gather employees names who have pledged to donate ½%, 1% or more and provide their first and last name to your Leadership Team Coordinator. Be sure names are spelled correctly as certificates will be sent to them.
- Feel great about yourself for helping out many people in your community!!

**** The State Employees' Charitable Giving Campaign is a voluntary activity. At no time should employees be pushed into donating. Remember to thank employees for their consideration and time regardless if they participate or not. Be sensitive to employee donor recognition and confidentiality issues. ****