

# CAMPAIGN COORDINATOR GUIDE

## THE GOALS

To organize and engage employees in United Way's Community Fund giving campaign, and raise money to help fight for children and families facing poverty.

## KEY RESPONSIBILITIES

- Develop an effective campaign strategy including dates, goals, etc.
- Coordinate campaign kickoff and events
- Encourage employee participation
- Educate employees about United Way of Treasure Valley's community objectives
- Be creative and have fun
- Remember to say, "Thank you!"



## YOUR CAMPAIGN CHECKLIST

### Prior to the Campaign

- Meet with United Way team member to develop a campaign strategy, timeline and goals, and to obtain campaign materials
- Meet with your CEO/leadership to confirm involvement
- Promote campaign using materials from the "Workplace Toolkit" at [unitedwaytv.org](http://unitedwaytv.org)

### During the Campaign

- Kick off your United Way campaign!
- Host employee meetings and invite United Way representative to come speak with your employees about the community needs and what we can accomplish together
- Show United Way's new video
- Follow up with employees unable to attend
- Ensure each employee has the opportunity to give
- Organize special events
- Share campaign photos and news with United Way (We will brag about you and your company online!)  
(Send to [rbrowne@unitedwaytv.org](mailto:rbrowne@unitedwaytv.org))

### After the Campaign

- Gather pledge forms, tabulate results and complete Campaign Report Envelope  
(Send copy of payroll deduction pledge forms to your payroll department)
- Meet with United Way team member for campaign wrap-up
- Thank your committee and employees who participated
- Encourage CEO to thank committee and employees
- Join the fun and be recognized at our Recognition Celebration

## YOU HAVE THE TOOLS!

- Visit "Workplace Toolkit" at [unitedwaytv.org](http://unitedwaytv.org) for materials, instructions and promotional items.
- Questions? United Way staff is here to help! Call us at (208) 336-1070!

# FUNDRAISING PARTNERS + (UNITED WAY STAFF CONTACT)

5280 Solutions (Ed)  
Ada County (Joyce)  
Aero Specialties Inc. (Connie)  
Aetna Life & Casualty (Connie)  
Albertsons/SUPERVALU (Robynn)  
Allstate Insurance Company (Connie)  
AT&T Mobility (Connie)  
Bank of America/ Merrill Lynch (Robynn)  
Banner Bank (Ed)  
Berkley North Pacific Group (Joyce)  
Bi-Mart - All (Robyn)  
Blue Cross of Idaho (Ed)  
Boise Cascade Company (Robynn)  
Boise Metro Chamber of Commerce (Connie)  
Boise School District (Brittany)  
Boise State University (Ed)  
Boys & Girls Club of Nampa, Inc. (Brittany)  
Boys & Girls Clubs of Ada County (Brittany)  
BPA Health (Connie)  
Caldwell School District (Brittany)  
CenturyLink (Ed)  
Citi (Robyn)  
City of Boise (Robynn)  
City of Caldwell (Connie)  
City of Meridian (Brittany)  
City of Nampa (Connie)  
CM Company, Inc. (Connie)  
Columbia Bank (Ed)  
COSTCO - Boise (Joyce)  
COSTCO - Nampa (Joyce)  
Crookham Company (Connie)  
D. L. Evans Bank (Joyce)  
Deloitte (Joyce)  
Dillard's (Connie)  
Dr. Pepper Snapple Group (Joyce)  
E.W. Scripps (Brittany)  
Echelon Group, Inc. (Connie)  
Eide Bailly, LLP (Joyce)  
Ennis Fine Furniture (Connie)  
Enterprise Rent-A-Car (Brittany)  
EnviroIssues (Connie)  
Experis (Connie)  
Family Advocates (Brittany)  
FedEx Express (Connie)  
First Federal (Robyn)  
First Interstate Bank (Robyn)  
Forage Genetics International (Connie)  
Fred Meyer Stores (Connie)  
Gardner Company (Robynn)  
GeoEngineers, Inc. (Connie)  
Great West Casualty Co. (Ed)  
Hawley Troxell (Brittany)  
HDR Inc (Ed)  
Healthwise (Brittany)  
HM Clause (Connie)  
Hobart Corporation (Connie)  
HomeStreet Bank (Connie)  
IBEW (Brittany)  
Idaho Arts Charter School (Brittany)  
Idaho Central Credit Union (Connie)  
Idaho Housing & Finance Assoc. (Connie)  
Idaho Independent Bank (Joyce)  
Idaho Power Company (Robynn)  
Idaho Statesman (Brittany)  
Idaho Trust Bank (Robyn)  
Idaho Youth Ranch (Brittany)  
Intermountain Gas - Ada (Robynn)  
Intermountain Gas - Canyon (Robynn)  
J.R. Simplot Company (Robynn)  
Jacobs (Ed)  
Jannus (Brittany)  
jcpenny Boise (Connie)  
jcpenny Nampa (Connie)  
Johnson Controls (Nampa) (Connie)  
JPMorgan Chase & Co. (Connie)  
J-U-B ENGINEERS Inc. (Connie)  
Kendall Ford of Meridian (Robynn)  
KeyBank (Robyn)  
KPMG (Joyce)  
KTVB Idaho's NewsChannel 7 (Brittany)  
Laboratory Corporation of America (Connie)  
Lamb Weston (Connie)  
Learning Lab (Brittany)  
Liberty Mutual Group #0696 (Connie)  
Lowe's (Connie)  
Lyle Pearson Company (Ed)  
M & W Markets (Connie)  
Macy's (Connie)  
Manpower Professional (Connie)  
MDU Service Ctr (Robynn)  
Motion Industries (Connie)  
Mountain West Bank (Robyn)  
Mutual of Enumclaw (Brittany)  
Nampa School District #131 (Brittany)  
Nationwide (Connie)  
Northwest Nazarene University (Brittany)  
Pacific Press Publishing Association (Ed)  
PacificSource Health Plans (Robyn)  
Parsons Behle & Latimer (Ed)  
PayneWest Insurance (Joyce)  
Piper Jaffray (Connie)  
PNC Bank (Connie)  
Publicis (Connie)  
Regence BlueShield of Idaho (Connie)  
RICOH (Connie)  
Rogers Machinery Co Inc (Connie)  
Saint Alphonsus Health System (Ed)  
ShopKo Stores (Joyce)  
St. Luke's Health System (Ed)  
SunTrust Bank (Joyce)  
Target Stores (Ed)  
Terry Reilly Health Services (Brittany)  
TetraTech (Ed)  
The Hartwell Corporation (Robyn)  
TitleOne Corporation (Ed)  
TJX Companies - Marshalls (Joyce)  
TJX Companies - TJ Maxx (Joyce)  
Travelers Group Inc (Connie)  
Treasure Valley Family YMCA (Brittany)  
True Value (Connie)  
TruGrocer FCU (Connie)  
U.S. Bank (Robyn)  
Umpqua Bank (Brittany)  
Union Pacific Fdn/Railroad (Robyn)  
United Heritage (Brittany)  
United Way of Treasure Valley (Robynn)  
UPS (Ed)  
Vallivue School District #139 (Brittany)  
Wal-Mart Supercenter (Connie)  
Washington Federal (Robyn)  
Washington Trust Bank (Robyn)  
Wells Fargo (Brittany)  
West Ada School District (Brittany)  
West Valley Medical Center (Ed)  
Western Aircraft (Ed)  
Williams Northwest Pipeline (Ed)  
Women's & Children's Alliance (Brittany)  
Zions Bank (Robynn)

QUESTIONS? CALL (208) 336-1070 // UNITED WAY OF TREASURE VALLEY STAFF DIRECTORY

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