

# Campaign Champion Playbook

Campaign Champions are the reason employee giving works. Without someone on the inside making it easy for their team to participate, even the most motivated employees won't follow through. You are that person... and you makes a real difference.

This playbook is your planning guide for running a successful employee campaign. It covers how to set up, promote, and close out your campaign from start to finish.

## Running an Employee Giving Campaign

### Before Your Campaign

- Make a plan.** A two-week window with a clear kickoff date works best. Anchor it to an existing all-hands or company event so you're not creating extra calendar chaos.
- Name your team.** One person can run a campaign, but a small committee makes it easier and more fun. Recruit a colleague or two from different departments, especially at larger organizations.
- Know your giving method.** Options include automated and non-automated digital giving and/or paper forms. Not sure which? Contact Faith at [fseiders@unitedway-york.org](mailto:fseiders@unitedway-york.org) to confirm before you start planning.
- Get leadership on board early.** A word from the CEO goes a long way. Ask your top leaders to send a personal message at kickoff, offer a matching gift, or simply show up. When leadership gives, employees follow.
- Build some buzz before you launch.** Don't wait to start talking about it. Send a save-the-date, hang posters, and let people know something is coming. Anticipation drives participation.
- Gather your materials.** Download resources from [Campaign HQ](#) or contact us to have materials delivered.

### During Your Campaign

- Kick off with energy.** Set the tone and build excitement. Make it an event, even if it's just a few minutes in a staff meeting. A United Way of York County (UWYC) team member can speak, or let a colleague who already gives tell their peers why they do. Personal voices are the most persuasive.
- Communicate often and make it easy.** Use our ready-made email templates for kickoff, mid-campaign check-in, and final push. Add your own voice. Most people need to hear something three times before they act.
- Keep the momentum going.** A quick mid-campaign update... "Here's where we are, here's what we still need" re-engages people without feeling pushy. Celebrate milestones publicly.
- Make it fun.** Incentives don't have to be expensive. A prime parking spot, a casual day, a raffle basket, friendly competition between departments - any of it can move the needle. Use our videos and slide deck! When in-person or virtual visits from UWYC staff don't work out, it's the next best thing.

- Follow up personally.** In the final days, a direct message to someone who hasn't pledged yet, from you, their manager, or a peer, is the single most effective tool you have. A low pressure check-in can go a long way.
- Close the loop.** Total your pledges, complete your [report form link](#), and send results to UWYC, or let us know if you'd like us to arrange a pickup.
- Celebrate.** Share results with your whole company. Acknowledge first-time donors, those who increased their gifts, and everyone who helped champion the campaign. A note from leadership closes on a high note and sets the tone for next year.

## Best Practices for Community Partners

A few easy steps to ensure your success.

- **A senior leader gives publicly** and says why
- **A peer voice** tells the story
- **Incentives are announced upfront**
- **Results are shared**, and people want to know what they accomplished
- **Champions say thank you**, repeatedly and sincerely

Your partnership is one piece of something much larger. Across York County, community partners power programs that help working households afford childcare, get to work reliably, and build financial stability. Every pledge, at every level, adds up to something real.

**Thank you for making it happen. We're grateful you're in this with us.**

## Next Steps

Partnership registration for 2026 is open. If you haven't already, complete your registration form so we can get your campaign set up and match you with the right support.

Click [here](#) to get started today.

Download templates, graphics, impact videos, and more at [unitedway-york.org/campaign-headquarters](https://unitedway-york.org/campaign-headquarters).

**Need something you can't find?** Contact Faith Seiders, Director of Corporate Partnerships, at [fseiders@unitedway-york.org](mailto:fseiders@unitedway-york.org) or call 717-843-0957 ext. 806.

Questions at any point? Reach out. We're here.