

# QUICK START GUIDE

## WORKPLACE AMBASSADOR

### WHAT DOES UNITED WAY OF YORK COUNTY, SC DO?

Our mission is to help 3,000 York County families achieve financial stability by 2030.

We want to help local families who struggle to live above the poverty line gain financial independence. By focusing on the root causes of financial literacy and underemployment, we know we can move the needle in our community.

### 10 STEPS FOR A SUCCESSFUL CAMPAIGN

1. Secure CEO support
2. Form a Campaign Committee
3. Set your goal
4. Plan campaign activities
5. Spread the word to your workplace
6. Kick-off your campaign with a fun event
7. Recognize leadership gifts (\$600+)
8. Don't forget to ask
9. Report your achievements and say thank you
10. Have fun

### ASK UNITED WAY FOR HELP

- Running reports
- Sending thank you notes, videos, marketing collateral, etc.
- Speaking at meetings and special events
- Participating in campaign team meetings
- Identifying opportunities for volunteering
- End of campaign analysis and debrief



## THE ROLE OF A WORKPLACE AMABASSADOR

1. **PLAN** - Assemble a team and plan the campaign
2. **INSPIRE** - Share United Way's story and impact
3. **ENGAGE** - Volunteer and educate
4. **ASK** - Ask co-workers to invest in our community
5. **THANK** - Say thank you and celebrate your success



## YOUR UNITED WAY WORKPLACE AMBASSADOR TOOLKIT

- Financial Stability Statistics
- Campaign Posters
- CEO Ask Letter to Employees
- 10 Ideas to Kick Your Campaign into High Gear
- Speaker Request Form
- Paper and Online Pledge Form

Find more resources at [www.unitedwayofyc.org/workplace-campaign-toolkit](http://www.unitedwayofyc.org/workplace-campaign-toolkit)

## CAMPAIGN PLANNING WORKSHEET

**What are your campaign goals?**

Total campaign \$ \_\_\_\_\_

# of new donors \_\_\_\_\_

% of participation \_\_\_\_\_

**What are your campaign dates?**

Start: \_\_\_\_\_

End: \_\_\_\_\_

**Who do you want on your Campaign Committee?**

**What campaign activities will you plan?**

**Who in executive leadership will you recruit to help?**

