



UNITED WAY
West Georgia

TOGETHER,
WE CAN DO
MORE FOR
OUR COMMUNITY.



**Flight
2026**

UNITED WAY CAMPAIGN COORDINATOR GUIDE

Your leadership takes us further.



Serving Troup, Heard, and Meriwether Counties

WELCOME

Thank You for Leading a Workplace Campaign



Thank you for serving as a workplace Employee Campaign Coordinator.

By leading a United Way workplace campaign, you are helping strengthen families, support children, and connect people across West Georgia to the resources they need to thrive. The time and energy you invest helps create meaningful local impact.

Whether this is your first campaign or one of many, you don't have to do it alone.

Your United Way team is here to support you with planning, campaign materials, kickoff support, employee engagement ideas, volunteer opportunities, and answers to questions along the way.

Inside this guide, you'll find practical tips, timelines, communication tools, and ready-to-use resources to help make your campaign simple, engaging, and successful.

Contact Information



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United Way of West Georgia's mission

United Way mobilizes communities to action so all can thrive.

Almost .99 cents of Every Dollar Raised Here Stays Here. Funds raised through workplace campaigns in West Georgia support local programs, partnerships, and initiatives serving our community.



200 Main Street LaGrange, GA 30240

P.O. Box 532 LaGrange, GA 30241

(706) 884-8292

unitedwaywga.org | [Campaign Toolkit](#)



Your Role as an Employee Campaign Coordinator (ECC)

What is a workplace Employee Campaign Coordinator (ECC)?

As an Employee Campaign Coordinator (ECC), you help make participation easy, meaningful, and engaging for employees. You are not expected to do everything yourself – and you are not alone. Your United Way team is here to support you every step of the way with planning, campaign materials, kickoff support, volunteer opportunities, and campaign ideas. Think of your role as helping connect employees to opportunities to learn, give, volunteer, and make a local impact.

As an ECC, you may:

- Champion the campaign internally and build excitement
- Meet with your United Way liaison to plan goals, timing, and activities
- Encourage visible leadership support
- Coordinate campaign communications and events
- Help employees understand giving options and local impact
- Promote volunteer and engagement opportunities
- Celebrate results and thank employees



Pro Tips for a Successful Campaign

Keep It Short & Focused

Most workplace campaigns work best when they stay concise and maintain momentum. We recommend one to two weeks for most companies, though every workplace culture is different.

Go Beyond the Campaign

Giving is only one way employees can engage. Volunteer opportunities, team-building projects, and educational experiences can help employees feel more connected to the community year-round.

Use Your Toolkit

Your Campaign Toolkit includes ready-to-use forms, posters and other helpful information. Schedule agency speakers to attend your meetings or other employee gatherings where they can talk about what they do for our community.

Communicate More Than Once

Employees are busy. A kickoff announcement plus a few reminders throughout the campaign helps maintain momentum and increase participation.

Keep It Local

Employees are more likely to participate when they understand how donations stay local and support people right here in West Georgia.



Campaign Strategy

Simple Ways to Build a Strong Campaign



Leadership Matters

Employees are more likely to participate when company leaders show visible support. A short message from leadership, participation in activities, or attending a kickoff event can help build momentum.

Create Opportunities to Engage

Giving matters, but it is not the only way employees can participate. Volunteer projects, educational opportunities, and team activities help deepen engagement and connect employees to local impact.

Ideas to Build Excitement

One local CEO promised to kiss a pig if employees reached their campaign goal. Whatever motivates your team, make it fun.

Simple ideas include:

- Kickoff breakfast or lunch-and-learn
- Department competitions or penny wars
- Casual day or jean pass incentives
- Food fundraisers or food truck days
- Raffles and giveaways
- Volunteer projects or kit builds



Recognition Goes a Long Way

Celebrate participation throughout the campaign and thank employees for getting involved. Recognition helps build momentum and strengthens future campaigns.

Simple recognition ideas:

- Leadership thank-you message and/or personalized recognition letters
- Team celebration or appreciation breakfast
- Recognition for departments or milestones reached
- Small incentives or raffles
- Publicize and celebrate your results



Your leadership takes us further.

Frequently Asked Questions



Running Your Campaign

When should our workplace campaign run?

Most campaigns take place over one to two weeks in September to December, though every workplace is different. Your United Way can help recommend a timeline that works best for your company.

How can employees give?

Employees can support United Way through payroll deduction, one-time gifts, online giving, volunteer opportunities, or workplace fundraising activities.

Can United Way help with our kickoff event?

Yes! We're happy to support workplace campaigns through kickoff presentations, impact stories, volunteer engagement ideas, and campaign planning support.

Can we give away United Way branded items like T-shirts, pens, notebooks, etc.?

We may be able to accommodate requests for a few branded items. Contact your United Way to learn more.

Can our company host volunteer opportunities?

Absolutely. United Way can help identify volunteer and engagement opportunities that are available in our area.

Are donations tax deductible?

Yes. Donations to United Way are generally tax deductible as allowed by law. Employees should consult a tax professional for questions about their specific situation.

About United Way

Where do donations go?

Almost .99 cents of every dollar raised locally stays local and supports programs and solutions serving West Georgia.

How does United Way decide where funding goes?

United Way of West Georgia proudly champions a community-led process that prioritizes collaboration and innovation, ensuring that funds raised remain in our community. This community-driven process is led by teams of volunteers who review applications, conduct site visits, and strategically allocate resources to organizations making the greatest difference.

Who does United Way help?

United Way supports children, families, and individuals across Troup, Heard, and Meriwether Counties through programs that strengthen United Way's four Impact Areas - Healthy Community, Financial Stability, Youth Opportunity, and Community Resiliency.

How do I know United Way is fiscally responsible?

United Way of West Georgia is committed to accountability and transparency. We are independently audited annually, governed by a volunteer Board of Directors, and meet United Way Worldwide membership standards.

Why give through United Way rather than directly to one organization?

United Way takes a community-wide approach to solving local challenges by supporting multiple programs and partners working together to create lasting impact.



United Way of West Georgia LEADERSHIP GIVING SOCIETY

Leadership Levels

\$500 - \$999	Advocate
1,000 - 2,499	Founder
\$2,500 - \$4,999	Champion
\$5,000 - \$9,999	Visionary
\$10,000 +	Tocqueville

Giving should always be a personal matter and decision, free from coercion. Whether you have received services in the past, may need them in the future, know of someone who has received services, or just want to help members of your local community, the choice to give is all yours. How much you decide to give is yours to make. Your pledge can be combined with your spouse or partner, but we need to know their name and employer.





5 Steps for Running Your Campaign

1

Meet with United Way to start planning!

4-8 Weeks before get CEO/management support for the campaign, determine how you will make your campaign fun (use incentives and consider special events i.e. bake sale, raffle, etc.), and decide what your goal is! Pick your campaign dates and schedule presentations with United Way staff and partners. Assemble a team of volunteers and set roles/responsibilities moving forward.

2

Host a fun kick-off event with United Way

Invite employees to a campaign kickoff featuring food, a raffle drawing, an activity, volunteer project, etc. Make sure to distribute pledge forms and brochures to all employees, so that everyone has an opportunity to get involved.

3

Promote your campaign

Publicize the campaign before it starts using flyers, posters, newsletters, staff meeting announcements, etc. Keep the campaign top of mind with your team with reminder emails letting them know how close you are to your goal. Share your culture of philanthropy with the community by posting pictures and updates on social media.

4

Collect all contributions and pledge forms

Consider a final push for employees to turn in their pledge forms. Reach out to donors who contributed in the prior year, but have not yet submitted a pledge form this year, ask them if they plan to renew their pledge. If you allow rollover contributions, send an email asking donors to update their contact information.

5

Thank employees and celebrate success!

Submit the payroll deduction updates to your HR department for processing and then arrange a time for UWWG to pick up a copy of the pledge forms and contributions you collected. Share how much you raised with your employees and on social media. Consider matching your employee gifts with a corporate investment so you can double your impact!



UNITED WAY
West Georgia



Planning Your United Way Presentation

Whether your schedule allows for a full presentation or just a quick overview, United Way of West Georgia (UWWG) will inspire your colleagues by sharing how you can help us build a healthier, stronger region by giving, advocating, and volunteering. We'll talk about the work UWWG does and how your gifts make a difference right here in West Georgia.

25-Minute Sample Meeting Agenda:

Welcome & Endorsement: 5 minutes

Your leadership stresses the importance of United Way to the community and why the company supports United Way.

United Way Overview: 10 minutes

A UWWG representative will give a brief organization overview.

Partner Agency Story: 5 minutes

A UWWG Partner Agency speaker will present a story about a person or family that has benefitted from services provided by United Way. Donors will see how their funds can be used to achieve more impact in West Georgia.

Campaign Video: 4 minutes (Optional)

Closing: 1 minute

Campaign Coordinator thanks everyone for their time and sets campaign deadlines with the group.

Don't Think You Have Time For An Employee Meeting? Think Again!

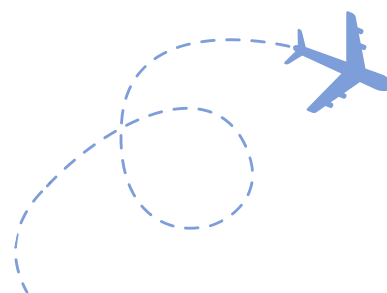
7-Minute Sample Meeting Agenda:

Introduction: 2 minutes

Your leadership introduces the company's efforts for the campaign.

United Way Overview: 5 minutes

A UWWG representative will give a brief organization overview.



Employee Engagement

Activities and incentives help build excitement, energize individuals, and strengthen overall giving. Consider offering one, or more, of the below incentives with different gift sizes (i.e. employees who give 1% of your paycheck, anyone who turns in their pledge form on the first day, employees who increase their gift by 10%, etc.).

Auctions & Raffles



Coveted Parking Space



Tickets
(local Event, Movie Pass, or Restaurant Gift Card)



Coffee for a Week

Food Activities



Pizza Party



Ice Cream Social



All Staff Day Celebration

Incentives



Come to Work Late



Wear Jeans to Work



Extra Day Off

Workplace Campaign Resources: Emails

Email Templates

Phase 1: Welcome and United Way Campaign Kickoff

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: Our United Way Campaign Begins

Email Body:

Today, we are proud to kick off our **[ORGANIZATION NAME]** United Way campaign in support of United Way of West Georgia.

Every day, United Way helps strengthen the community we call home by connecting local children, families, veterans, seniors, and neighbors with essential support. The dollars we raise through this campaign stay here in our community, helping provide access to food, education, housing support, career resources, emergency assistance, and other critical services.

This campaign is an opportunity to invest in the place where we live and work and help ensure more people have the support they need to move forward. Whether you choose a one-time gift or payroll deduction, every contribution helps fuel meaningful work happening right here in our community.

I hope you will consider joining me in supporting this effort.

United is the Way.

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you for helping make a difference right here at home.



Workplace Campaign Resources: Emails (Cont.)

Email Templates

Phase 2: Reminder / Mid-Campaign Check-in - Our Collective Impact

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: A quick note about our United Way campaign

Email Body:

At **[ORGANIZATION NAME]**, we care about the community we call home. [Optional CEO/Leadership

Personal Note: 1-2 sentences about why giving back matters to your organization, team, or personal connection to the mission.]

That's why we're proud to support United Way of West Georgia through our workplace campaign. United Way strengthens our community by supporting children and families, improving access to basic needs, and helping neighbors navigate times of crisis.

Today, I invite you to join us through a gift to United Way of West Georgia.

Every gift makes a difference:

- \$1/week provides school supplies or hygiene items for 2 students
- \$5/week provides transportation to mental health services for a parent and child
- \$10/week provides beds for a victim of domestic violence and their children as they move from temporary shelter into a home
- \$15/week provides more than 6,000 meals for children and families in need

Almost .99 cents of every dollar raised here stays here. Our community is stronger when children have opportunities to succeed, families can access the support they need, and neighbors facing hardship have someone to turn to.

[Optional Campaign Update: "We're already seeing great participation across our organization," OR "We're halfway to our campaign goal."]

[INSERT DONATION INSTRUCTIONS / CAMPAIGN LINK / PAYROLL DEDUCTION DETAILS]

Thank you for considering a gift and for helping make our community stronger.



Workplace Campaign Resources: Emails (Cont.)

Email Templates

Phase 3: Thank You

From: Your CEO/Director/Board Chair

Audience: All company employees

Subject Line: Thank You for Supporting Our Community

Email Body:

As our United Way campaign comes to a close, I want to sincerely thank everyone who helped make this effort possible.

Because of your generosity, **[ORGANIZATION NAME]** is helping strengthen West Georgia and support local children, families, veterans, seniors, and neighbors facing challenges. Every dollar raised through our campaign stays here in our community, helping provide access to food, education, housing support, emergency assistance, and other critical resources.

I'm thrilled to report -

[This email should be tailored to your company. Our United Way team can help with providing campaign results. We recommend:

- **[ORGANIZATION NAME]** employees gave **[\$[DOLLARS PLEDGED]** to United Way of West Georgia
- **[PARTICIPATION RATE%]** of **[ORGANIZATION NAME]** Employees gave to United Way of West Georgia
- **[NUMBER OF DONORS]** of **[ORGANIZATION NAME]** employees gave to United Way of West Georgia
- **[ORGANIZATION NAME]** employees contributed more than **[NUMBER OF VOLUNTEER HOURS]** volunteer hours during the campaign.

Thank you to everyone who gave, volunteered, encouraged participation, or helped spread the word. Your support reflects the kind of community we strive to build and the values we share at **[ORGANIZATION NAME]**.

United is the Way.

Thank you again for helping make a meaningful impact right here at home.



DONATION PLEDGE FORM



UNITED WAY
West Georgia

Mailing address: P.O. Box 532, LaGrange, GA 30241 Website: www.unitedwaywga.org

1

My Info

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.

First Name

MI

Last Name

Phone

Home Address

City

State

Zip Code

Email

Employer / Organization

2

My Gift

☐ **Easy Payroll Deduction**

I want to contribute the following amount each pay period. \$

X

☐ 12 (monthly)

☐ 24 (twice a month)

☐ 26 (every 2 weeks)

☐ other x

☐ **Cash**

☐ **Check** (made payable to **United Way of West Georgia**)

☐ **Bill Me** ☐ Now ☐ Quarterly ☐ Other

☐ **Credit Card** (I authorized you to charge my credit card) Name on Card

Card #

Exp. Date

CVV

Charge Frequency ☐ Once ☐ Monthly (12) ☐ Quarterly (4)

(Month Preferred to Start)

Total Annual donation \$

3

My Investment (Optional)

UW IMPACT AREAS

(Designation)

☐ **Community Fund \$**

Trained United Way volunteers distribute gifts to the areas of greatest need.

☐ **Youth Opportunity \$**

Helping young people realize their full potential.

☐ **Community Resiliency \$**

Addressing urgent needs today and advancing a better tomorrow.

☐ **Healthy Community \$**

Improving health and well-being for all.

☐ **Financial Security \$**

Building financial stability and strength.

(See back for more information.)

4

My Engagement

☐ **I would like to volunteer.**

Scan the QR Code for more information.



Signature: _____

Date: _____

Thank you for your contribution to **United Way of West Georgia**.

Your generosity helps us continue our mission and make a meaningful difference in the community.

Gifts made to United Way of West Georgia, Inc. are tax deductible within the limits of the current law. Giving is a personal decision. United Way has a strong policy against coercion. United Way respects your privacy and does not rent, trade or sell lists of donors. No goods or services have been given, in whole or part, for this contribution. To comply with new IRS regulations, if you contribute by payroll deduction, you will not receive a tax letter as your pay stub will serve as tax documentation.

UNITED IS THE WAY WE HELP FAMILIES THRIVE

United Way of West Georgia helps all families thrive by focusing on four impact areas: **Youth Opportunity**, **Community Resiliency**, **Healthy Community**, and **Financial Security**.

YOUTH OPPORTUNITY



We create pathways for young people to reach their goals, from early childhood education to college and career success. Together, we are helping young people realize their full potential.

Partner Agencies

CASA of Troup County
Communities in Schools
Foster Grandparents
Hogansville Empty Stocking Fund
Literacy Volunteers of Troup County
Maidee Smith Early Care and Learning Center
Scouting America
Success by 6
Troup County Special Olympics

COMMUNITY RESILIENCY



We help communities prepare for, prevent, and respond to challenges, from crisis support to disaster relief. Together, we can address urgent needs today for a better tomorrow.

Partner Agencies

American Red Cross
Children's Advocacy Center of Troup County
Harmony House Domestic Violence Shelter
LaGrange Personal Aid

HEALTHY COMMUNITY



We improve access to nutritious food and quality health education and services, so people have the resources they need to lead healthy lives. Together, we can improve health and well-being for all.

Partner Agencies

Hogansville Active Life
Interfaith Food Closet
LaGrange Active Life
LaGrange Empty Stocking Fund
Self Help Harbor
Senior Companions
West Point Active Life

FINANCIAL SECURITY



We connect people with the resources, support, and community partnerships that help families achieve greater financial stability, reduce barriers, and build brighter futures. Together, we can create a stronger financial future for every generation.

Partner Agencies

Circles of Troup County
Salvation Army

United Way of West Georgia LEADERSHIP GIVING SOCIETY

Leadership Levels

\$500 - \$999	Advocate
1,000 - 2,499	Founder
\$2,500 - \$4,999	Champion
\$5,000 - \$9,999	Visionary
\$10,000 +	Tocqueville



UNITED WAY
West Georgia

Campaign Report Envelope



UNITED WAY
West Georgia

Company Name _____

Employee Coordinator _____

TOTAL EMPLOYEES

PLEDGED

	# of Givers	Total Amount
Payroll Deductions		
To Be Billed		
Credit Cards		
Subtotal Pledged Gifts		A

ENCLOSED

Cash		
Check		
Credit Cards		
Fundraisers (raffles, jeans day, bake sales, etc.)		
Subtotal Enclosed Gifts		B

Report Grand Totals		C
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A + B = C

SIGNATURE (Employee Coordinator or person preparing report)

DATE

Thank you for investing in your community!

Leadership Giving Log

Instructions: Please take a moment to list Leadership Donors that are included in your campaign results and check the box that is appropriate for each. Please note our Leadership Giving Society acknowledges gifts of \$500 and above. If the gift is to be combined with a spouse, please include the Spouse's name and employer if known. Thank you for assisting us with this important task.

1.	MS./MR. NAME	WORK TITLE	AMOUNT PLEDGED
	☐ Combine with spouse	Employer	
2.	MS./MR. NAME	WORK TITLE	AMOUNT PLEDGED
	☐ Combine with spouse	Employer	
3.	MS./MR. NAME	WORK TITLE	AMOUNT PLEDGED
	☐ Combine with spouse	Employer	
4.	MS./MR. NAME	WORK TITLE	AMOUNT PLEDGED
	☐ Combine with spouse	Employer	
5.	MS./MR. NAME	WORK TITLE	AMOUNT PLEDGED
	☐ Combine with spouse	Employer	



UNITED WAY
West Georgia



Corporate Pledge Card

Firm Name _____			 UNITED WAY West Georgia P.O. Box 532 LaGrange, GA 30241
Address _____			
Total Gift	Paid Now	Balance Due	
\$ _____	\$ _____	_____	
Balance will be paid:			
☐ Monthly			☐ Semi-annually
☐ Quarterly			☐ Annually
☐ Other			☐ Please Bill for Balance Due
Signature _____		Date _____	

This form should be completed if your company is supporting UW through a corporate donation.

THANK YOU for serving as your company's Campaign Coordinator!

Not only are you providing a tremendous service to your company, but your efforts will also make a difference - improving lives and building a stronger community. United Way staff are ready to assist however possible. Please visit our website at: www.unitedwaywga.org or simply call us at 706-884-8292.

We look forward to working together!

