

WELCOME!



On behalf of our neighbors throughout Wayne County who are impacted by the work of United Way and its partner agencies, thank you for stepping up to lead your workplace campaign and help strengthen our community.

We see every day just how vital strong community support systems are, and because of your efforts, our community will have somewhere to turn in the moments that matter most. Your leadership helps ensure that people aren't facing challenges alone, but with real support, real care, and real hope. By working alongside fellow volunteers and local employers, you are making a lasting difference and helping strengthen the very heart of our community.

I encourage you to explore the information in this pamphlet to see how United Way of Wayne County is creating meaningful, lasting change in the lives of our neighbors. I look forward to connecting with you and your colleagues as we continue this important work together.

Thank you again for your leadership, your generosity of time, and your commitment to Wayne County.

Kind regards,

Maegen Wilson
2026 Community Campaign Chair



Our mission is to connect our community members with programs and referrals in an effort to restore health and wellness, education, financial stability, and basic needs.

Planning your Campaign:

Whether this is your first time managing a United Way Campaign or you are a seasoned volunteer, this guide will help you plan a successful campaign and give you quick access to all of your campaign resources.

A complete Campaign Toolkit can be found on our website: unitedwayne.org/campaign

Step 1: Set Goals

- Set campaign dates
We recommend a 2 week duration

Dates: _____

- Set presentation date and time
Allow us to borrow 15 minutes of your and your coworkers time to share the resources available in Wayne County. This is when you will receive your campaign materials.

Date: _____

Time: _____

- Set campaign goal
Your goal could be total percentage of Fair Share participation or a dollar amount you'd like the company to reach

Goal: _____

FAIR SHARE DRAWING DATES:

September 9, 2026
Front Runners ONLY

November 17, 2026
FINAL DRAWING

September 15, 2026

November 24, 2026
Fair Share Challenge Finale Event (at Downtown Lights Up!)

October 20, 2026

Executing your Campaign:

Step 2: Set Schedule

- Schedule kick-off email
Use templates we provide in your campaign toolkit at unitedwayne.org/campaign

Date to send: _____

- Schedule special events
This is not required, but may help keep your employees engaged and help you meet your goal! See special event ideas we recommend in your campaign toolkit and be sure to invite UWWC to attend!

Event: _____

Location: _____

Date: _____

Time: _____

Step 3: Promote Your Campaign

- Share the Message
Use internal communication channels to raise awareness, send reminds, and share stories of impact to motivate your employees. Visit your campaign toolkit for helpful resources.

Goal: _____

Step 4: Collect and Report Pledges

- Drop off Complete Campaign Packet
At the end of your campaign, drop off or mail your completed campaign packet to the UWWC office. Your completed packet should include the following:

- Completed Report Form
- Completed Pledge Forms
- Completed Fair Share Forms
- Cash and/or Checks
- Any Unused Materials

RESOURCES AND SUPPORT

Materials Provided by United Way



- Brochures
- Final Report Form
- Pledge Forms
- Fair Share Forms
- Fair Share Poster with drawing dates
- Checklists
- Special Event Ideas
- Incentive Ideas
- Email Templates
- FAQ's
- One-on-one Support

Use the QR Code Below to Access Your Online Campaign Toolkit



OR VISIT unitedwayne.org/campaign

If you have any questions or concerns, please don't hesitate to reach out to Sherry Archibald, Executive Director, UWWC, at sarchibald@unitedwayne.org

Walk the Pathway to Impact



Thanks to the 2025 Community Campaign:

- **182** individuals or families received support to recover from or prevent violence or abuse
- **1,338** Adults were able to attend life skills classes
- **1,342** Children participated in small groups, classes, and activities on making positive choices and the effects of risky behavior.
- **1,504** individuals received housing, basic necessities, or monthly utility bill assistance.
- **541** Children received homework assistance or tutoring
- **7,497** individuals received food

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UNITED WAY
Wayne County

UNITED WAY OF WAYNE COUNTY

United is the way to
financial stability

Campaign
Coordinator
Handbook

