

# WELCOME!



On behalf of the thousands of Wayne County individuals and residents who will receive help from United Way of Wayne County and our funded Partners this year, I am pleased and proud to thank you for taking on the responsibility of managing your workplace campaign.

By combining efforts with other volunteers and employers in our community, you will play a vital role in helping ensure everyone in our community receives the help they need, when they need it.

To know more about how UWWC is improving lives and building a better community, I encourage you to take advantage of the information in this pamphlet. I look forward to the opportunity to share our message with you and your co-workers,

Again, thank you for giving your time and helping your community.

Kind regards,

Selena Worrell  
2025 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](http://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, 2025  
*Front Runners ONLY*

November 18, 2025  
*FINAL DRAWING*

September 16, 2025

November 25, 2025  
*Fair Share Challenge Finale Event  
(at Downtown Lights Up!)*

October 21, 2025

## Executing your Campaign:

### Step 2: Set Schedule

- Schedule kick-off email  
*Use templates we provide in your campaign toolkit at [unitedwayne.org/campaign](http://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](https://unitedwayne.org/campaign)

*If you have any questions or concerns, please don't hesitate to reach out to Savannah Lambert, Resource Development Director, UWWC, at [savannah@unitedwayne.org](mailto:savannah@unitedwayne.org)*

Walk the Pathway to Impact



## Thanks to the 2024 Community Campaign:

- **125** individuals or families received support to recover from or prevent violence or abuse
- **379** Adults were able to attend life skills classes
- **223** Children participated in small groups, classes, and activities on making positive choices and the effects of risky behavior.
- **1,794** individuals received housing, basic necessities, or monthly utility bill assistance.
- **192** Children received homework assistance or tutoring
- **96** individuals received food

309 N William Street,  
Goldsboro, NC 27530  
[@unitedwayne/](https://unitedwayne.org)[@unitedwaynenc](https://unitedwaynenc.org)  
919-735-3591 (P)  
919-735-3654 (F)  
[unitedwayne.org](https://unitedwayne.org)



# UNITED WAY OF WAYNE COUNTY

United is the way to financial stability

2025 Campaign Coordinator Handbook

