

COORDINATOR SURVEY

2011 General Campaign



Coordinator Name: _____

Company: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Phone: _____ Company Website: _____

Coordinator Phone: _____ Coordinator Email: _____

Total Number of Employees: _____ Workplace Campaign Date(s): _____

1. How did you present your workplace campaign? Individual Presentation Group Presentation
2. What method was utilized for donor pledge confirmation? Paper Pledge Form On-line giving
3. Did your Senior Executive(s) visibly support your campaign? *(Please check all that apply)*
 - Approve and support the campaign goal
 - Write a letter of endorsement which was distributed to employees or published in company newsletter
 - Enlist other Senior Executives or Management to support the campaign
 - Support Leadership giving levels
 - Appear at kickoff events, group meetings and other special events to make personal endorsement
 - Send Thank You letters to each employee

Comments: _____

4. Did you as campaign coordinator seek support from various departments and other levels within your organization to form a campaign committee? *(Please check all that apply)*
 - Management Communications/Marketing Human Resources
 - Payroll/Accounting Operations Previous committee

If you utilized a support committee please describe how you educated your committee about United Way and their role in the campaign (i.e., discussion on impact areas, utilization of brochures or agency tours):

5. Did you meet with a United Way representative prior to your campaign to analyze your organization's previous campaigns to assess strengths and weaknesses? Yes No

Comments: .

6. In addition to the general campaign, did your company focus on conducting a Leadership giving program? (*Leadership Club recognizes individuals and their spouses who donate a minimum of \$1,000 to the annual campaign*) Yes No

If so, how did you implement?

- Recruit a Leadership Chair from Executive/Senior Management
- Determine Leadership prospects
- Host a kick off or special event/meeting for Leadership prospects
- Enlist a Leadership Team for follow-up and peer-to-peer solicitation

Comments: .

7. Did you include a retiree component in your workplace campaign? Yes No

Comments: .

8. Do you introduce new employees to United Way through an on-going New Hires Program? Yes No

Comments: .

9. Which promotional resources did you utilize for your organization's campaign? (*Please check all that apply*)

- Kick Off event for awareness/participation
- United Way or partner agency Speaker
- Partner Agency Tour
- Brochures
- Posters
- Company Newsletter
- Campaign Video
- Thank You cards
- Information on campaign incentives
- United Way of Youngstown and the Mahoning Valley Website/Campaign Toolbox

Comments: .

10. As campaign coordinator, are you able to listen and address donor concerns with facts? Yes No

Comments: .

11. Do you apply any of the following plans to communicate gratitude to your employees for their participation/gift in the campaign?

- Hold an informal event to celebrate your success
- Send CEO-signed letters of thanks to all employees who contributed
- Reward and recognize campaign volunteers
- Place "Thank You" posters on bulletin boards, in lunchrooms, restroom and break areas
- Place "Thank You" messages that announce campaign results on paycheck envelopes, in employee Newsletters, on e-mail, and on voice mail
- Create a "Thank You" certificate – give it to people who helped you run the campaign or organize events
- Create different "Thank You" notes for specific groups, including Leadership contributors, first-time donors, new employees, or continuous givers and those who increased their contribution

12. Did your Company sponsor "special" incentives to create interest and generate participation in this year's campaign? Yes No

Comments:

13. Please add any additional comments that you feel will be beneficial to your local United Way team as we work to assist you in planning and holding your campaign (i.e. participation goals, dollar amount goals and whether or not they were met):

14. Would you be interested in sharing your "Campaign Success Story" on the UW Website or other printed materials? Yes No

Please return this survey to the United Way of Youngstown and the Mahoning Valley in the enclosed envelope, fax to 330.746.4525, or e-mail kluke@ymvunitedway.org. Thank you!