



# Employee Campaign Coordinator

Guide Book  
2025-2026 Campaign

**UNITED IS THE  
WAY**



**UNITED WAY**  
Blue Mountains

# Table of Contents

Welcome letter	1
Our Vision & Mission	2
What's an ECC?	3
Successful Campaigns	4
Promotion & Incentives	5
Special Events	6
Support & FAQ	7
Thank You	8



**UNITED WAY**  
Blue Mountains

**UNITED IS THE WAY**  
to Healthy Communities,  
Youth Opportunity &  
Financial Security

# Welcome!



CHRISTY LIEUALLEN, EXECUTIVE DIRECTOR  
CHRISTY@UWBLUEMT.ORG



KIRSTEN TIMMONS,  
SENIOR ADVANCEMENT OFFICER - WA  
KIRSTEN@UWBLUEMT.ORG

Dear Campaign Coordinator,  
Thank you for taking on a leadership role in our United Way Campaign. You are the heart of our mission in action—connecting your workplace to the impactful work happening every day in Umatilla, Morrow, Union, Baker, and Wallowa Counties in Oregon.

Your energy and efforts support programs like Dolly Parton’s Imagination Library, Adopt-a-Student, and our Mini and Community Grant Cycles—all aimed at breaking down barriers to education, health, and financial stability. Whether you're running your first campaign or you're a seasoned ECC, this guide will give you the tools to lead with confidence.

Let’s make this campaign our most impactful yet—UNITED IS THE WAY.

Warmly,  
Christy Lieuallen, Executive Director

The United Way of the Blue Mountains is a local non-profit corporation administered by a Board of Directors. All contributions, unless otherwise designated, stay local helping local residents regardless of age, sex, race, or level of income.

# Our Vision

A community where everyone has the opportunity to live a healthy, secure, and fulfilling life through collective action and shared prosperity.

# Our Mission

United Way of the Blue Mountains brings people together to improve Health, Education and Financial Security, empowering our communities to thrive.





# What does an ECC do?

As the ECC, you are your workplace's ambassador for United Way. Here's what that looks like:

## 1 Inspire & Educate

Share why United Way matters—locally.

## 2 Coordinate Logistics

Plan kickoff events, distribute materials, and collect pledge forms.

## 3 Drive Engagement

Encourage payroll giving, fun events, and incentive ideas.

## 4 Track & Submit

Collect results and send them to our United Way office.

## 5 Thank & Celebrate

Help us recognize every donor's role in making change.

*You helped us raise over **\$200,000**  
in 2024 to be re-invested back into  
our communities!*

### ECC Digital Toolkit

Find this guide & other helpful resources  
online, by scanning the QR code.



# Steps to a successful campaign

## Step 1: Learn About United Way

- We're local. 100% of what we raise stays in the region.
- We support children, families, and nonprofits.
- We fund what works, measure what matters, and build strong communities.

## Step 3: Set Goals

- Look at last year's participation and giving.
- Set realistic stretch goals: % participation and total dollars.
- Use incentives to motivate early giving!

## Step 2: Get Leadership Buy-In

Your campaign is more successful when executives:

- Endorse the campaign publicly
- Send a kickoff message or join a meeting
- Pledge first

## Step 4: Plan Your Timeline

Include:

- Campaign kickoff week
- Agency speaker (we'll help coordinate)
- Fun team events
- Pledge deadline & final push
- Wrap-up and thank-you celebration

# Campaign Materials

You'll receive:

- Pledge Forms (digital or paper)
- Impact Reports, Optional
- Posters/Flyers/Brochures
- Email/letter templates, Optional
- Swag for drawings and giveaways

You can also access our ECC Toolkit here:

[!\[\]\(235bfe13ebf007ce2eea9e689707fac7\_img.jpg\) Campaign Toolkit](#)



# Promote Your Campaign

Spread the word about United Way and get employees excited about their upcoming campaign!  
Some communications ideas:

- CEO letter to all employees in their paychecks
- Posters, Brochures and other United Way campaign materials
- Article in company newsletter or story/letter posted on bulletin board
- Campaign thermometers - at the building entrance, in break rooms, on the bulletin board
- Fliers about incentive items

## Incentive Programs

Incentives help create excitement around your United Way campaign. They provide a tangible reason for employees to take that extra step—whether it's donating for the first time, increasing their gift, or volunteering time.

- **Employer Matching Fund:** Offer matching funds up to a dollar or % amount for your workplace campaign to increase impact dollars & giving.
- **Prize Drawings:** Offer a raffle ticket for every donation or for hitting a certain donation level. Prizes can be donated by local businesses or employers (gift cards, swag baskets, event tickets, paid time off, etc.).
- **Early Bird Perks:** Encourage early giving by offering a special incentive for those who donate within the first week of the campaign.
- **Team Competitions:** Set up friendly department challenges (e.g., most donors or highest total giving) and offer a pizza party, trophy, or extra casual day for the winning team.
- **Milestone Incentives:** Offer rewards when your campaign hits key milestones—like reaching 25%, 50%, or 100% of your goal.
- **VIP Parking or Executive Perks:** Offer exclusive benefits like a reserved parking spot, coffee with the CEO, or an extra-long lunch break.
- **Branded Giveaways:** Provide United Way t-shirts, mugs, or other swag to those who donate a set amount or more.

# Campaign Fundraising Event Ideas

**Tip:** Encourage team participation, offer small prizes or shout-outs, and always tie the event back to the impact it will make in our local communities—from books for children to school supplies for students and meals for families in need.

1. **Jeans Day / Dress Down Day** - Let employees dress casually in exchange for a small donation (e.g., \$5 per day). You can even do a "Jeans Week"!
2. **Coffee Cart / Bake Sale** - Sell baked goods, coffee, or hot cocoa in the breakroom. Let each department take a day to host!
3. **Silent Auction** - Ask local businesses and staff to donate items or services (gift cards, artwork, time-off vouchers) and auction them off to the highest bidder.
4. **Penny Wars** - Departments compete by adding pennies to their own jars and silver coins to sabotage others. It's competitive, simple, and fun!
5. **Raffle Baskets** - Create themed gift baskets (movie night, wine & cheese, spa day) and sell raffle tickets for a chance to win.
6. **Chili Cook-Off / Potluck Lunch** - Have employees compete with their best dishes and ask for a small donation to taste and vote on the winner.
7. **Trivia or Bingo Lunchtime Event** - Host a themed trivia game or bingo with small prizes—entry by donation.
8. **Office Olympics or Field Day** - Create fun games like paper toss, chair races, or putting challenges—donate to participate or cheer.
9. **Parking Spot Auction** - Auction off a prime parking space for a month to the highest bidder.
10. **CEO/Manager Challenge** - Set a goal: if reached, a leader agrees to do something silly—like wear a costume or take a pie to the face!
11. **Candy Jar Guess** - Fill a jar with candy and charge for each guess. The winner gets the candy or a prize.
12. **"Lunch with the Boss" Drawing** - Raffle off a one-on-one lunch with the CEO or department head.
13. **Talent Show or Open Mic** - Let employees showcase their talents during lunch and vote with dollars to crown the winner.
14. **Gift-Wrapping Station (Seasonal)** - Offer gift-wrapping services during the holidays with a suggested donation.
15. **Theme Days** - Have a crazy hat day, 80s day, or pajama day—small donation to participate.

# Need support?

We're here to support you. Whether you need a speaker, additional materials, or a last-minute raffle idea—just reach out.

- Campaign materials - Posters, brochures, flyers, pledge forms, online toolkit, impact report
- Presentations
- United Way swag
- Workplace event judging
- Benefit fair tabling
- Lunch-and-learns
- Event ideas

## FAQ

- 1. Is this campaign local?**
  - a. Yes. Dollars raised here stay here, helping local families and children.
- 2. Is giving required?**
  - a. No. Giving is voluntary and always confidential.
- 3. Can I designate my gift?**
  - a. Yes. Donors can direct support to specific programs or agencies.
- 4. What if I don't give a lot?**
  - a. Every gift matters. Collective giving multiplies impact.



Phone Number

**509.529.1183**



Mailing Address

**PO Box 1134  
Walla Walla, WA 99362**



Email Address

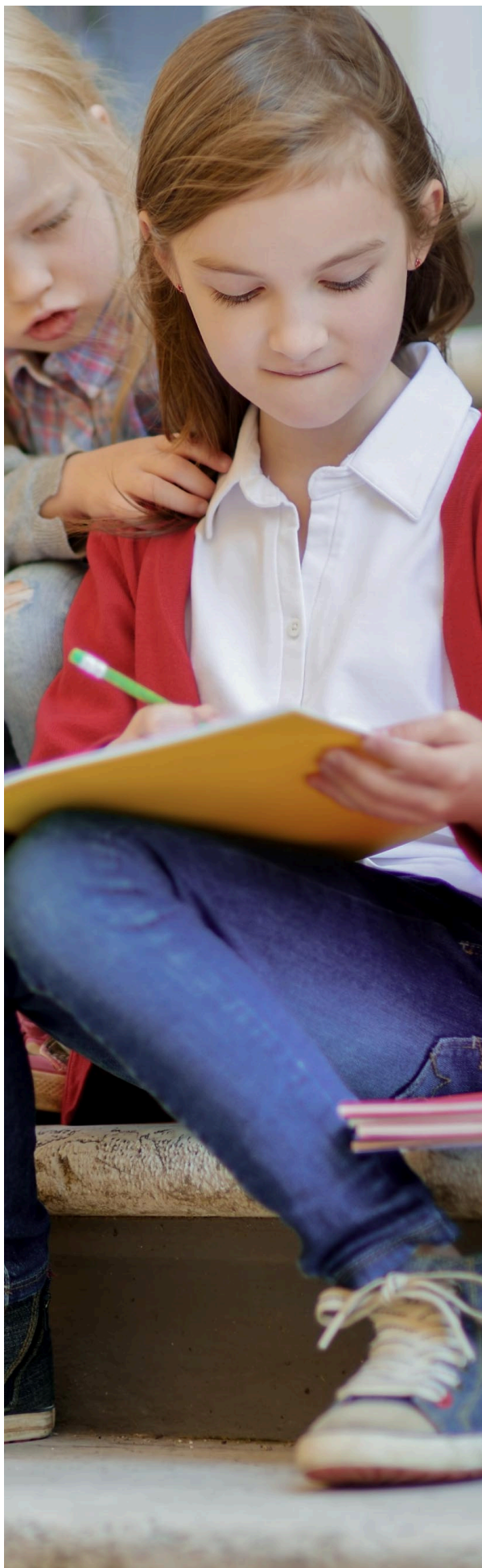
**kirsten@uwbluemt.org**



Website

**www.uwbluemt.org**





# Thank You,

Your commitment, creativity, and care are the heartbeat of our campaign season—and we want to express our deepest gratitude.

Because of you, employees across our region are given the opportunity to unite around a shared purpose. You help bring awareness to the challenges facing our communities and provide a meaningful way for individuals to give back, get involved, and be part of lasting change.

Whether you're organizing a fun kickoff, rallying your team, answering questions, or celebrating campaign milestones—your leadership is what drives success. You are the bridge between United Way and your workplace. You are the reason more children have access to books, more families are supported, and more lives are impacted each year.

Thank you for believing in what's possible when we come together.

Together, we are making a difference—inspiring generosity, increasing opportunity, and building stronger, more resilient communities for everyone.

With sincere appreciation,



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