

# 2025 Workplace Coordinator Handbook

---

Your guide to running a successful campaign.

## UNITED IS THE WAY

Together, we can help local kids realize their  
full potential.



**UNITED WAY**  
Benton &  
Franklin Counties

# WELCOME

Leading a workplace campaign is not just about fundraising; it's about building a stronger, more connected community. You have the power to make a real difference in the lives of local kids in Benton & Franklin Counties. Whether you're new to coordinating campaigns or a seasoned pro, the resources we provide can help you plan and execute a successful campaign that creates change in the community and leaves a lasting impact.

We are here to assist you every step of the way, so don't hesitate to reach out for help or advice.

Together, we can make a positive difference in our community. Please utilize the materials we've provided, tap into our expertise, and let's work hand in hand to create a brighter future for our local kids. Your leadership is invaluable, and we are grateful for your commitment to making a difference through your workplace campaign.

## MISSION

United Way of Benton & Franklin Counties collaborates to support a foundation for the well-being, safety, and academic success of children, from birth to middle school.

## VISION

We envision a community where all children have an opportunity to learn and thrive – where barriers such as hunger, homelessness, abuse, and social status have been removed.

## Meet Your Campaign Support Team



**Paul Klein**  
Resource Development Director  
pklein@uwbfc.org  
509-581-3939



**Elbia Cardenas**  
Fundraising Specialist  
ecardenas@uwbfc.org  
509-581-3946

# PRESIDENT & CEO THANK YOU

Dear Workplace Campaign Champion:

I appreciate your investing your precious time to partner with us, as together we connect your workforce with safe and convenient ways to support better todays and tomorrows for local kids.

Each donation fuels our mission to help more children to be prepared to enter kindergarten, increase school attendance which results in better academic success, and fill gaps in critical services like food and diapers, mental health support, and recovery from trauma.

Supporting this campaign showcases your organization's commitment to its employees and to our community! We are here to equip you and to support you as you create opportunities that inform and engage your work colleagues during the campaign.

Thank you for your leadership for your organization's United Way campaign. I look forward to seeing the amazing results of your team's work and the positive impact it will create.

With gratitude,



**Dr. LoAnn Ayers**  
President & CEO

# WHAT WE DO

Our #1 goal is to better the futures of our local kids.



## We Advance Early Learning

United Way of Benton & Franklin Counties partners with the Imagination Library to mail an age-appropriate book to children, ages birth - 5, each month, at no cost to their families.

Supporting the Imagination Library is a powerful way to make a lasting impact on the lives of local kids and helps strengthen community initiatives that helps prepare them for kindergarten. More than 50% of local kids in Benton & Franklin Counties enter kindergarten unprepared. Children who read early in life are better prepared for kindergarten, and more likely to graduate high school.



Learn more: [uwbfc.org/dpil](http://uwbfc.org/dpil)



## We Support Student Success

Our Attendance Matters® program educates the community about the importance of regular school attendance to help kids graduate high school. We help local schools promote programs to increase attendance rates and decrease absenteeism. Our mission is to enhance student success and encourage a positive path towards graduation.

### **Middle School Mentoring Program:**

United Way's Middle School Mentoring Program works to decrease chronic absenteeism and increase engagement at school. The program serves students of all backgrounds and socioeconomic statuses, with a focus on students who have historically been underserved. In the 2024-25 school year, 350 students, in 9 local middle schools, participated in the program and an addition 1,200 students received in-school support.



Learn more:  
[uwbfc.org/attendance-matters](http://uwbfc.org/attendance-matters)



## We Expand Access to Services

Through our gap-filling grants we are able to fund local programs that serve children from birth through middle school. In 2024 we were able to distribute \$427,235 in FEMA grants and gap-filling grants to nonprofits for local families to access critical services, allowing 23,600 local kids and their families access to food, diapers, shelter, health care and protection from domestic violence.

This funding reflects our commitment to partnering with organizations that share our mission of helping families meet basic needs and ensuring children are prepared to excel in school.



Scan the QR Code to learn more  
about our mission and impact

# WHY DONATE TO UNITED WAY?

## There's Strength in Numbers

Your donation multiplies community impact! Donating to United Way of Benton & Franklin Counties is a powerful way to support lasting, community-driven change. Your generous contribution along with other donors, and sponsorships from local companies and organizations, are often matched by corporate gifts making your dollar go further in our community. Together, we can accomplish far more than any single donor can alone.

## Money Stays Local

Your donation supports programs that address the root causes of challenges faced by local children and their families. Whether it's providing books to young readers, mentoring students, or funding essential services, your contribution makes a tangible difference. Giving to United Way of Benton & Franklin Counties is the most powerful way to give back to your **local** community. Dollars raised in our community stay in our community to help build better futures for our local kids and their families.

## It's Easy

We conveniently offer numerous ways for you to give including: a one-time gift, recurring pledge, online donation, or payroll deduction. Our Resource Development team is here to customize any level of donation you feel comfortable with and to make it as easy as possible for you to make a gift and a difference.

## It's a Smart Investment

Donating through the workplace to United Way of Benton & Franklin Counties is more than a good deed—it's a smart investment in: Your **employees' well-being**, the **next generation of talent** and the **health and resilience of our local economy**.

## Your Money is Safe

We are responsible stewards of donor dollars. United Way of Benton & Franklin Counties adheres to all local, state and federal guidelines, as well as strict membership requirements of United Way Worldwide. Not to mention our own By-Laws, Code of Ethics, Core Values, and highest ratings possible from Charity Navigator and GuideStar. Achieving a perfect 100% rating from Charity Navigator, we are recognized for exceptional performance in accountability and finance.



Energy Northwest helped raise over \$82,000 in 2024

# ROLES AND RESPONSIBILITIES OF A WORKPLACE COORDINATOR

## What Is A Workplace Coordinator?

A Workplace Campaign Coordinator is a volunteer (or volunteers) in an organization that leads a company campaign. They help their colleagues get involved in improving our community by planning and executing a meaningful campaign experience.

## Key Responsibilities and Guidelines:

- Work closely with your CEO & United Way of Benton & Franklin Counties staff to raise funds and awareness for United Way and our local community.
- Submit needed surveys and company information to United Way of Benton & Franklin Counties to set up ePledge, pledge form, and other campaign supplies.
- Develop a campaign action plan including virtual or in-person presentations, goals for total dollars raised, incentives, special fundraising events, friendly competitions between other workplace campaigns, etc. And we are here to help along the way.
- Oversee internal communications with campaign team and employees.
- Promote the campaign throughout your company. You'll have a unique URL provided to you and other resources available in our online toolkit.
- Coordinate the distribution and collection of campaign materials and reporting.
- Coordinate with your payroll office to make sure payroll deductions are processed as needed.
- Submit special event funds or pledge forms to United Way of Benton & Franklin Counties. Make sure all fields are completed, including a signature.
- Make your company's campaign a fun and enjoyable experience!
- Celebrate your success and accomplishments!



# CAMPAIGN AWARDS

Campaign awards are given out to recognize **excellence, creativity, and impact!** Every spring at our Major Donor Leadership Reception we showcase teams and individuals that push boundaries and try bold approaches, we recognize campaigns that set benchmarks and inspire others, and we celebrate individuals that make a difference in our community and with United Way.

Behind every great campaign is a team that listens, designs, adapts, and delivers. These awards are a way to acknowledge the often-unseen effort behind internal initiatives. Recognition fuels pride. Awards give teams and volunteers the energy and motivation to keep raising the bar.

## Live United Award

The Live United Award recognizes an internal campaign that brings people together in a powerful way, turning messaging into momentum, and ideas into action while creating lasting and meaningful impact in our community.

## Workplace Campaign Coordinator of the Year Award

The Workplace Coordinator of the Year is awarded to an individual demonstrating exceptional **commitment** and **leadership**, including implementing creative fundraising activities to increase results, **mentoring** others, and sharing best practices.

## Workplace Engagement Award

The Workplace Engagement award celebrates a team who made people pause, lean in, and take part, proving the engagement isn't just about being present—it's about being **connected, inspired, and involved**. It's about employees who feel like they're part of something bigger, who care about the mission, and who show up not just to work—but to contribute.

## Volunteer of the Year Award

The Volunteer of the Year is awarded to an individual on our board who **leads** by example, not because they have to, but because they truly care. This person isn't just recognized for the hours they give but for the **passion** behind it. The way they rally others. The way they lead with **kindness**. The way they remind us that we all have something to give.



WRPS, 2024 Live United Award



Savannah Tranchell, 2024 Coordinator of the Year



City of Kennewick, 2024 Workplace Engagement

# 9 STEPS TO A SUCCESSFUL CAMPAIGN

## 1. Plan

Choose the best time of year for your campaign. Most campaigns run for up to one month during the fall (with payroll deductions starting the following January) or the company's open enrollment period. You know your company best, so choose a date and time frame that works best for you.

## 2. Approve

Get approval from senior leadership on an attainable fundraising and participation goal, staff communications, and schedule for all campaign events. Their visible support boosts credibility and participation.

## 3. Assemble

You don't have to do this alone, assemble a team! This is a great team-building project. Meet early and often to brainstorm, plan, and assign roles. Aim to get coverage at all your business locations. Choose people who are well-connected and enthusiastic about the cause.

## 4. Assign

Form a cross-functional team of volunteers to plan and promote the campaign. Plan and assign roles for announcing your campaign start and end dates, distributing pledge forms or links, schedule staff events or meetings, and email communications.

## 5. Ask

Ask to leverage an existing staff meeting to talk about United Way of Benton & Franklin Counties' local impact and kick-off your campaign. United Way staff can support this effort by speaking virtually or in-person at staff meetings.

## 6. Execute

Provide staff with your donation method: paper pledge forms, a fillable PDF, or an email link to give online. Start with your potential leadership donors (\$1,000+) who can lead by example!

## 7. Inform

Inform employees about the issues facing our communities and the impact we can make together. Communicate frequently during your campaign. We offer customizable email templates and a full toolkit to help with your fundraising needs and presentations.

## 8. Engage

Have fun and plan special events to get staff excited! Whether it's in-person or virtual, encourage participation and enjoy some charitable team building.

## 9. Wrap-Up

Announce the impact made by your colleagues' collective generosity! Thank donors, award any prizes, and remit funds to United Way of Benton & Franklin Counties. You can arrange for pick up or drop off funds/ forms with your staff liaison.



# CAMPAIGN CHECKLIST

## All Campaigns

- CEO Call.
- Workplace Coordinator Training.
- Order Campaign Supplies.
  - » **Best practice:** Order and pick-up at coordinator training.
  - » You can request more at any time.
- Submit the Campaign Planning Survey on our website. Information requested includes:
  - » Campaign Start and End Dates - end date can be flexible up to 12/31.
  - » Payroll Contact – to ensure payroll deductions are processed appropriately.
- Schedule presentations by United Way staff to leadership and different departments/sites.
  - » **Best Practice:** Encourage individual sites to contact us directly to set up presentations; we will coordinate schedules and keep you updated.
- Work with United Way staff to set up a GiveSmart page for special events.
  - » **Best Practice:** Use your team to help plan events and silent auctions.
- Check-In – Plan to check-in with United Way staff during the campaign – at the halfway point, weekly, or whatever works for you.
- End of Campaign –
  - » Paper Forms: Give one copy of each form to the United Way and one to your company’s payroll office.
  - » Coordinate with United Way staff to turn in special event cash and close your GiveSmart page.
  - » **Best Practice:** Ensure HR has copies of new hire pledge forms to allow new employees to begin donations right away.
- Celebrate! Once all donations are processed, United Way staff will email you the final total.

## ePledge Registration

**United Way provides you with a link to an online pledging portal, and you share this link with your employees.**

- United Way staff will provide you with email templates and images to send to your employees, and a link to your company’s personalized ePledge donation page. You will develop your own schedule and process to share information.
  - » **Best Practice:** Company leadership directly sends the “our campaign starts tomorrow” email.
- End of Campaign –
  - » ePledge Registration: United Way will share a spreadsheet with your payroll office to process payroll deductions.

## ePledge Push

**United Way sends a series of emails with personalized pledging links to your employees.**

- Upload employee email list via secure link on United Way website.
- United Way staff will send you a copy of all the emails that will be sent to employees. Return the document to United Way staff with the dates you would like each email sent. United Way staff will email you and your IT Contact information to “white list” the emails.
- End of Campaign –
  - » ePledge Push: United Way will share a spreadsheet with your payroll office to process payroll deductions.

# TIPS FOR A SUCCESSFUL CAMPAIGN

## Top 5 Ways To Engage Your Colleagues During The Campaign

1. Host a campaign kick-off to showcase the impact a donor's investment has in our community. Invite a United Way team member to join!
2. Create teams to encourage friendly competition and boost morale. For instance, offer rewards for reaching goals based on office geography, department, individual, etc.
3. Encourage your internal committees and groups to help spread the campaign message to all staff members.
4. Host a group volunteer activity for employees to gain perspective on how their gift will make an impact.
5. Host food-themed events and contests. Gatherings are always an effective way to bring people together and get them engaged.

## SPECIAL EVENTS

Special Events offer an opportunity to have fun and build staff morale while raising funds for our local community. After you host a special event, please coordinate with United Way staff for drop-off or pick-up of funds.

### Streamline Events With GiveSmart

GiveSmart is United Way's virtual fundraising software that gives you the flexibility to customize your special event. GiveSmart allows donors to participate in virtual or in-person events, bid on auction items, and make donations. GiveSmart allows you to customize event pages to fit the needs of your fundraising efforts. It can be set up to accept online donations from bake sales or pet contests, sell tickets for 5k's, or set up your company's silent auction. United Way will create an event page for your event and give you admin access to adjust as needed. Please ask United Way staff for more information on this software.

### A Message From United Way

United Way staff can give a welcome at your special event, a presentation, or even be a judge for a salsa or door decorating contest with notice. Presentations from United Way of Benton & Franklin Counties are a way to thank your employees for their support and raise awareness of programs and services in our community. Having the support from United Way of Benton & Franklin Counties can also help raise your levels of donation with employees connecting deeper to our mission. Please reach out to United Way staff to ask how we can engage in your campaign.

# SPECIAL EVENT IDEAS - PUT THE FUN IN FUNDRAISING!

Boost employee engagement while supporting the local community.

## Salsa Showdown (“Salsa Wars”)

- Entry Fee: \$5 per person (includes salsa tastings, chips, and a drink)
- Fun Twist: Vote for “Best Salsa” or “Hottest Salsa” – award prizes!

## Jean Day

- Participation Fee: \$5-10 per person per day
- Extras: Give participants a fun sticker like “I Paid to Wear Jeans!”
- Tip: Set and promote dates well in advance

## Crockpot Lunch Fridays

- Ticketing: Pre-sale preferred for headcount
- Details: Offer a cozy, different crockpot meal each Friday during campaign season
- Tip: Keep menus simple and comfort-focused

## Step Challenge (Fitness Focus)

- Entry Fee: \$5
- Duration: One month
- Incentive: Gift card or wellness-themed prize for most steps. Use some of the funds raised to purchase a prize
- How-To: Use fitness trackers or mobile apps to track progress

## Bake Sale

- Pricing: \$1-3 per item (based on size/type)
- Tip: Promote 1 week ahead and remind staff the night before

## Chili Cook-Off

- Details: Get staff to sign up and bring a crockpot of chili
- Tickets: Pre-sell for \$10; assign someone for at-the-door sales
- Extras: Company can provide condiments and sides
- Promotion Tips: Announce 2 weeks ahead; remind 1 week and 1 day prior so people don’t pack lunch
- Voting: Let attendees vote for “Best Chili”
- Prize : Print and present a fun “Company Chili Champion” award

# PHOTOS FROM PREVIOUS EVENTS



City of Kennewick 2023 Pancake Breakfast



City of Kennewick 2023 Costume Contest



Meier 2024 Salad Bar



City of Richland 2024 (Cor)nhole For A Cause  
Event Trophies



WRPS 2023 5k Community Run



# TOOLKIT PREVIEW

## UNITED IS THE WAY

2025 Campaign Toolkit



Rack Cards

## UNITED IS THE WAY

2025 Campaign Toolkit



Posters

## UNITED IS THE WAY

2025 Campaign Toolkit



Pledge Forms

## UNITED IS THE WAY

2025 Campaign Toolkit



T-Shirt Design\*

\*Available For Purchase

## UNITED IS THE WAY

2025 Campaign Toolkit



Other Merchandise Designs\*

\*Available For Purchase

\* To purchase United Way merchandise, visit [tinyurl.com/UWBFcostore](https://tinyurl.com/UWBFcostore).

# FREQUENTLY ASKED QUESTIONS FROM COORDINATORS

**1. I want to run a successful campaign, but I don't know where to start. What support can United Way staff provide for me?**

United Way staff is here to support you every step of the way through your campaign. No question is too big or too small, so please reach out to us at any time. We can help you with:

- Brainstorming and support for special events.
- Use of our GiveSmart online special event platform.
- Setting up Lunch and Learn sessions for your employees to learn more about United Way programs.
- Presenting about United Way at staff and leadership meetings. Just tell us how much time we have, and we'll do the rest!
- Attending your organization's special events to lend a United Way presence.
- Delivery of additional materials and pick up of pledge forms and cash donations.
- Anything else that would make for a smoother campaign!

**2. My campaign is going well, and I don't want to break the momentum by ending it. Can I extend or change the end date of my campaign?**

Yes. You can change the end date of your campaign until December 31, 2025.

**3. An employee is asking me questions about our ePledge portal that I don't know the answers to. What should I do?**

Please refer them to United Way staff. We will assist the employee directly with anything related to getting logged in, confirming previous pledges, etc.

**4. My company held a special event and now I have cash for United Way. What should I do with it?**

You have two options. United Way staff is happy to come to you to pick up cash, or you can drop off cash at United Way's office in Kennewick during our normal business hours. Please call ahead first to ensure that someone is available to assist you. We will count the cash with you and provide you with a donation receipt.

**5. An employee participated in a special event and is asking for a donation receipt. Do you have one available?**

Yes! Please visit our toolkit page or reach out to a United Way staff member. We will provide you with the appropriate form, and you will fill the form out for the employee.

Please reach out to your United Way staff liaison with any other questions. We are here to assist you at any time.

# FREQUENTLY ASKED QUESTIONS FROM EMPLOYEES

**1. Why am I getting emails and/or communication from or about United Way? (For some ePledge campaigns):  
How did you get my email address?**

United Way of Benton & Franklin Counties has partnered with your organization to provide all employees of your organization with the opportunity to give back to the local community through safe and easy payroll deduction. These deductions will start in January of 2026, and run through the entire calendar year. If we've emailed you, it's because your company has provided us with your name and email. You will receive a short series of emails from us during the campaign. If you choose not to donate, you will not hear from us again. We do not have any additional personal information, and we will never share or sell what we have.

**2. I can't access my ePledge account. What should I do?**

For help with ePledge, or for information about your pledge history in previous years, please reach out to United Way of Benton & Franklin Counties directly.

**3. I'd like to designate my gift to a particular agency or program. How can I do that?**

You can direct your gift to any 501c3 organization in good standing with the IRS, or to any of United Way's specific programs. You can do this through the online ePledge portal. If you'd like to update your designations throughout the year, simply contact United Way.

**4. Is United Way of Benton & Franklin Counties a local organization?**

Yes. United Way of Benton & Franklin Counties is an independent organization with a local Board of Directors that determines organizational priorities and strategic direction. When you give to our local United Way, all money stays local.

**5. How can I change or stop my payroll deduction pledge after it starts?**

You can change or stop your payroll deduction pledge at any time. Simply reach out to your organization's payroll department to stop deductions from coming out of your paycheck. If you would like to change where your gift is directed, please reach out directly to United Way.

Please reach out to your United Way staff liaison with any other questions. We are here to assist you at any time.





[uwbfco.org](http://uwbfco.org)



[@uwbfco](https://www.facebook.com/uwbfco)



[United Way of Benton & Franklin Counties](https://www.linkedin.com/company/United-Way-of-Benton-&-Franklin-Counties)



[unitedwaybfco](https://www.instagram.com/unitedwaybfco)



[unitedwayofbfcounty](https://www.youtube.com/unitedwayofbfcounty)