1. UNDERSTAND YOUR ROLE
   - You are a fundraiser connecting people to their passions.
   - You can inform, inspire, excite, engage, uplift, connect, and motivate your colleagues. You incite action, instill urgency, and invite support, interest and dedication.
   - Attend coordinator training and charity fairs.
   - Explore the UWCFD website: uw.edu/uwcfd
   - Remember, your campaign assistant and the UWCFD office are great resources.

2. OBTAIN MANAGEMENT SUPPORT
   - Leadership support is an important key to a successful campaign. Meet with your supervisor. Ask him/her to engage in sending emails, participating in kickoff, signing letters, including UWCFD on management and staff meeting agendas, and thanking employees for considering giving through the UWCFD.
   - Keep your supervisor informed:
     - Report campaign progress;
     - Get events on his/her calendar;
     - Provide materials and information for promoting the campaign in your agency.

3. BUILD YOUR TEAM
   - Recruit other enthusiastic, excited, passionate people from all areas of your unit, different job classifications, union members, etc., to help you with the campaign.
     - Start with who you know—your friends
     - If you have multiple floors or buildings, have your manager talk to other managers to suggest and appoint team members
     - Check in with your campaign assistant for suggestions
     - Attend staff meetings and ask for volunteers
     - Send an email request for volunteers
   - Give everyone a role: website, marketing, event planning, etc.
   - Set goals
4. CREATE YOUR CAMPAIGN PLAN
- UWCFD campaign: October 22–December 4
- Implement your plan according to your timeline.
- Include a communication strategy. Schedule ahead for events, hanging posters, when to send emails, submit articles, etc.
- Be sure to get on agendas for meetings.
- Initiate “Last Week to Give” strategies.

5. PROMOTE YOUR CAMPAIGN
- Be enthusiastic and excited!
- Work with your campaign assistant to promote the UWCFD in your dept/unit.
- Invite a charity speaker in to speak at a staff meeting and share personal stories. This is a great way to share information about the UWCFD campaign.

Tips for scheduling a speaker
- Attend a campaign kickoff event, meet the charities, make connections, and obtain contact information
- Check the speakers’ bureau list online
- Provide event details including date, location, time, topic (if applicable) and speaking time limit. A charity confirmation form is available in the Coordinator Toolkit on the UWCFD website www.uw.edu/uwcfd
- Be sure to wrap charity presentation back to CFD
- Let everyone know what their dollars are doing in the community through impact statements.
- Use your resources:
  - Giving forms
  - Posters
  - Charity guides
  - Charity and campaign brochures
  - Charity and campaign giveaways
  - Benefits of Giving handout
  - Top 10 Reasons
  - Videos
  - Why Give through the CFD? handout
  - Campaign Assistants and UW Combined Fund Drive office
6. MAKE THE ASK
- UWCFD website/posters/brochures/UWCFD and charity videos
- Email
- Fundraisers and other events
- Schedule a speaker at staff meetings.
- Management endorsement
- Personal stories (employee, federations/charities)
- Personal ask: explain UWCFD, impact on community, and ask for participation
- Create an elevator speech.

7. RECOGNIZE AND THANK
Nominate yourself, events, team, and manager for King County recognition awards.

Thank:
- Management for supporting UWCFD and you.
- Your team for helping make the campaign a success.
- Your coworkers for considering giving to their favorite charities through UWCFD.
- Your charity participants.
- Your sponsors