



WELCOME CAMPAIGN COORDINATOR

You play a crucial role in the success of your company's campaign. The dollars raised through your workplace – because of your hard work and dedication – help our community create a future filled with promise and opportunity.

Whether you have been a Campaign Coordinator for several years or this is your first campaign, our team is here to assist you in running a successful Workplace Campaign. We have provided you with an online Workplace Campaign Toolkit that contains everything you need to make your campaign a success. If you need any additional assistance, reach out to the Salina Area United Way at any time. We are here for you!

The effort you put into your workplace campaign is a vital key to Salina Area United Way's success this 2026 campaign season. Funds raised during this campaign support the United Way's programs and initiatives in the greater Salina Area.

YOUR ROLE AS CAMPAIGN COORDINATOR

As Campaign Coordinator, you lead the planning, implementation and evaluation of your campaign. But don't worry - we'll be with you every step of the way.

YOUR KEY RESPONSIBILITIES:

- Seek support for your campaign plan from upper management
- Educate employees about United Way and provide the opportunity for every employee to give
- Work with your United Way representative and your company payroll contact to collect and fulfill pledges
- Evaluate your campaign and make recommendations for next year
- Celebrate the success of your campaign and the impact your company has right here in the Salina area!