DARTMOUTH

LIVE UNITED
United Way
Granite United Way

2018 Dartmouth College Granite United Way Campaign
Department Coordinator Packet
Kick-off October 23rd

This year, your role is to engage your unit in the work of Granite United Way, and build awareness of the dual focus of this year's campaign: **pledging funds and volunteering time.**

Please take the time to:

- Visit Dartmouth's website at http://www.dartmouth.edu/~unitedway/, or visit United Way's website at www.graniteuw.org.
- Familiarize yourself with this year's pledge and e-pledge options for employees.
- If this is your first time as a Department Coordinator, contact a veteran coordinator or steering committee member and ask what worked!
- Request email lists for your unit(s) from Becky at Becky.Cyphers@Dartmouth.edu
- Read Dartmouth News and Vox Daily for United Way news and check out emails from the Steering Committee, President Hanlon, and others.
- Review Dartmouth's Volunteer Time-Off Policy

Provided below are suggested activities during each week of the campaign.

Week 1 (October 22-26) – Dartmouth News Story Kick Off, Vox Daily #1, Blast Email from President

- **MAKE CONTACT WITH EVERYONE IN YOUR AREA OR DEPARTMENT.** Make sure they have received their pledge forms and are aware of the online giving option at dartmouth.edu/~unitedway/. Pledge forms are being sent out via Hinman Box on October 23.

Week 2 (October 29-November 2) – Poster #1, Vox Daily #2

- Hang poster #1 around the public spaces in your units (kitchen, mail area, lavatories).

Week 3 (November 5-9) – Vox Daily #3

- Talk about the United Way campaign at a team meeting.
- Check VoxDaily for volunteer opportunities. Encourage use of paid volunteer time off option through ABCsignup.

Week 4 (November 12-16) – Poster #2, Blast Email to Faculty, Vox Daily #4, Volunteer Opportunities

- Optional - Set up a mini division raffle – honor system. (We are working on getting some swag, but handshakes and "bag carry" can be fun.)
- Optional - Forward information via email about upcoming volunteer opportunities for Dartmouth employees.
- Hang poster #2 around the public spaces in your units (kitchen, mail area, lavatories).

Week 5 (November 19-23) – Vox Daily #5

- Send a reminder email about campaign and THANK everyone for their donation, advocacy and support (sample to follow).

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Week 6 (November 26-30) Thanksgiving Week – Vox Daily #6

- Be on the lookout for a check-in email from your Steering Committee member with an update on campaign effort.

Week 7 (December 3-7) – Giving Tuesday, Vox Daily #7

- Optional - Send a "Giving Tuesday" email to your unit (sample email to follow).
- Check VoxDaily for volunteer opportunities and promote them
- Optional – Set up a food drive with your office colleagues or participate in group community project such as Holiday Basket Helpers.

Week 8 (December 10-14) –Poster #3, Volunteer Opportunities, Vox Daily #8, Blast Email from Center for Social Impact

- Hang poster #3 around the public spaces in your units (kitchen, mail area, lavatories).
- Share an email with an update on the division's progress

Week 9 (December 17-21), Vox Daily #9

- Optional - Send a holiday email and remind your department that the **campaign ends on December 21st** this year (sample to follow).

January 2019 - Post Campaign Email, Vox Daily and Dartmouth News