2026-2027

WORKPLACE CAMPAIGN COORDINATOR GUIDE

UNITED WAY
Waco-McLennan County

UNITED WE ROCK

This year, we're turning up the volume on giving.

The 2026–2027 United Way Workplace Campaign theme is **"United We Rock,"** a high-energy celebration of the impact we can make when we come together as a community. Just like a great band, every workplace, donor, and volunteer plays a part–and together, we make something powerful.

We chose this theme to bring bold, electric energy to the campaign and encourage creativity, connection, and fun. Whether you're organizing a sing-along, creating a donor "tour shirt," or naming your top givers the "Headliners of Hope," this theme gives you the freedom to turn your campaign into a showstopper.

Beyond the fun, "United We Rock" is a reminder: every dollar donated, every form filled out, and every conversation about United Way is a note in the song of community change.

Let's make this a chart-topping year. Let's show McLennan County that **UNITED, WE ROCK.**

Turning Up the Impact

Last grant cycle, through United Way funded programs...

2,686 individuals experiencing family crisis, and domestic violence had access to shelter, counseling, legal advice and basic needs.

3,126 adults, pregnant women, and children received medical care, mental health services, and prenatal care.

3,396 children, youth & their caregivers participated in enriching, free educational opportunities.

2,085 individuals gained new job skills, earned their GED, secured stable housing and improved their financial literacy.

Neighbors Helping Neighbors

Local businesses and donors bring the band together.

Over 100 local businesses participate in the workplace campaign.

13 companies provided Loaned Executives this year.

31 nonprofit programs became United Way funded partners.

50 local nonprofits are United Way designated agencies.

98% of donations stay local in McLennan County.

$1 million awarded in the current grant cycle.

Over $100 million into our community over the past 100 years.

50+ partner organizations are working to improve child well-being.

ABOUT UNITED WAY

Who We Are

For more than 100 years, United Way of Waco-McLennan County has been the community's headliner–rallying local support to improve lives. We are a 501(c)3 nonprofit that fundraises locally to ensure local impact. We are a network of donors, businesses, and volunteers united to strengthen health, youth opportunities, financial security, and community resiliancy.

What We Do

We're the community's road crew–connecting people, funding programs, and spotlighting need. Donations are invested in local nonprofits through a volunteer-driven review process. In 2021, we launched our Child Well-being initiative, which continues to guide our work.

Annual Campaign and Grant Making

Thanks to campaign coordinators like you, over 100 companies and thousands of individuals power our efforts to invest in life-changing programs.

Loaned Executives

A tradition nearly 70 years strong, our Loaned Executive program trains rising leaders to build skills, visit community partners, and champion United Way's mission.

MISSION

United Way of Waco-McLennan County strengthens the community by mobilizing resources to measurably improve lives.

VISION

We envision a community where everyone has access to the education, health, and financial stability they need to reach their full potential.

UNITED WAY
Waco-McLennan County

YOUR ROLE - LEAD THE BAND

As a Campaign Coordinator, you're more than a volunteer–you're the front person of this fundraising tour. You rally your workplace, organize a powerful campaign, and help hit high notes of impact.

Your All-Star Setlist

- Attend the United Way Campaign Info Session
- Be the bridge between your company and United Way
- Develop your campaign game plan
- Recruit coworkers to help
- Organize a kickoff event
- Promote the campaign throughout your workplace
- Keep the energy up with updates on how donations rock the community

Use the United Way Toolkit

Find everything you need online:

Campaign Videos

Digital Brochures & Pledge Forms

Funded Partner Guide

Graphics & Client Stories

Follow us: @UWWMC on Facebook, LinkedIn & Instagram

Find campaign resources at UnitedWayWaco.org

UNITED WAY
Waco-McLennan County

CAMPAIGN CHECKLIST

Plan Your Campaign	Target Date
☐ Review past performance and set new goals	
☐ Meet with leadership to set pledging goals and incentives	
☐ Schedule your campaign dates	
☐ Build a campaign team	
☐ Pick your campaign theme and activities–United We Rock-style!	
☐ Get leadership to send a kickoff message	
☐ Coordinate with United Way for speakers	
☐ Access campaign materials at UnitedWayWaco.org	
☐ Look for opportunities to volunteer with United Way, including the Great Waco Duck Race benefiting Imagination Library on Oct. 18.	

Hold Your Campaign	Target Date
☐ Launch with a kickoff event	
☐ Use the sample campaign meeting agenda	
☐ Show the campaign video	
☐ Make sure everyone gets a pledge form	
☐ Keep campaign energy up on social media	

Finalize Your Campaign	Target Date
☐ Collect pledge forms and submit reports	
☐ Send copies to payroll and United Way	
☐ Review results with your CEO	
☐ Share results with your team	
☐ Thank donors with a message from leadership	

TIPS FOR A SUCCESSFUL CAMPAIGN

Get People Interested

78% of people are more likely to give when they have a positive engagement experience.

- **Invite a guest speaker from United Way or a funded partner**
- **Share stories that show real impact**

Keep the Beat Going

- **Subscribe and share our Living United Newsletter**
- **Post campaign pics and updates on social media**
- **Use hashtags like #UnitedWeRock to join the movement**
- **Share how United Way is hitting the right notes year-round**

Make the Ask

The #1 reason people don't give? They weren't asked.

- **Ask new donors for a first-time gift**
- **Thank returning donors and suggest increasing their pledge**
- **Use incentives–gift cards, days off, parking spots**
- **Always thank your coworkers, no matter their decision**

Remember to always say **THANK YOU**

SECOND CENTURY CLUB

As we continue our next 100 years of services,
the Second Century Club honors past impact and powers future change.

Businesses:	Commit $2,000 annually
Individuals:	Commit $200 annually
Large companies:	Encourage 100 employees to give $200/year

THE NEXT CENTURY STARTS NOW

The businesses that shape the future of Waco-McLennan County are the ones willing to invest in it.

Membership in the Second Century Club offers unique recognition, renews annually, and embodies the United Way philosophy of collective good.

Together we can ignite the next 100 years of opportunity, stability and hope in our community.

YOUR KICKOFF MEETING SAMPLE AGENDAS

BACKSTAGE PASS
10-Minute Meeting Agenda

Welcome (1 min) – CEO or Senior Leadership

- Brief introduction of why the meeting was called
- Distribute pledge forms with employees' names

United Way 101 (2 min) – Campaign Coordinator

- Focus on youth opportunity, healthy community, financial security, and community resiliency
- Share about United Way Funded Partners and Designated Agencies (see our website for details)
- Your company's past participation and goal

Show United Way Campaign Video (3 min)

Wrap-up (4 min) – Ask, Collect, Thank

- Ask coworkers to consider giving a donation
- Allow time for completion of pledge forms
- Collect pledge forms and answer questions (Be sure to announce the due date if collecting forms at a later date.)

HEADLINER SETLIST
20-Minute Meeting Agenda

Welcome (2 min) – CEO or Senior Leadership

- Brief introduction of why the meeting was called
- Distribute pledge forms with employees' names

United Way 101 (5 min) – Campaign Coordinator

- Focus on education, health, financial stability, and safety net services
- Share about United Way Funded Partners and Designated Agencies (see our website for details)
- Your company's past participation and goal

Show United Way Campaign Video (3 min)

Guest Speaker (6 min) – United Way or nonprofit representative

Wrap-up (4 min) – Campaign Coordinator

- Thank everyone for attending
- Ask coworkers to consider giving a donation
- Allow time for completion of pledge forms
- Collect pledge forms and answer questions (Be sure to announce the due date if collecting forms at a later date.)

GIVING LEVELS

IMPACT DONOR

$1–$499

An annual gift of $1-499 contributed to United Way qualifies a donor to be recognized as an **Impact Donor.**

LEADERSHIP SOCIETY

$500+ (just $21/paycheck!)

Leadership Society Donors are recognized as individuals who contribute $500 or more annually to the United Way Annual Campaign. It's easy to encourage donors to add their name to this collective voice:

All it takes is $21 per pay check.

Visit with your CEO about the importance of Leadership Society Giving. Consider holding a special meeting for Leadership Society Donors as a way to say "thank you."

SECOND CENTURY CLUB

$2,000 (businesses)
$200 (individuals)

The **Second Century Club** celebrates United Way of Waco-McLennan County's legacy and future by inviting businesses to pledge $2,000 annually and individuals to pledge $200 annually.

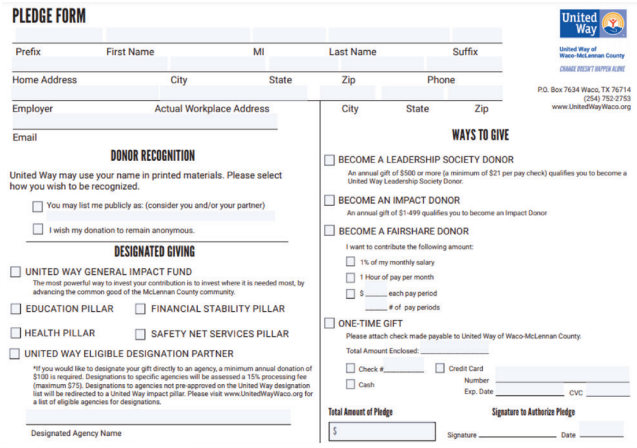
TOCQUEVILLE SOCIETY

$10,000+

Membership in the **United Way Tocqueville Society** is granted to individuals who contribute at least $10,000 annually to United Way. This exclusive giving society offers unique perks and embodies our commitment to collective community strength and progress.

Consider hosting a Leadership Donor Jam Session to thank your top givers!

SAMPLE PLEDGE FORM



PLEDGE FORM

United Way of Waco-McLennan County

CHANGE DOESN'T HAPPEN ALONE

P.O. Box 7634 Waco, TX 76714
(254) 752-2753
www.UnitedWayWaco.org

Prefix | First Name | MI | Last Name | Suffix

Home Address | City | State | Zip | Phone

Employer | Actual Workplace Address | City | State | Zip

Email

DONOR RECOGNITION

United Way may use your name in printed materials. Please select how you wish to be recognized.

- ☐ You may list me publicly as: (consider you and/or your partner)
- ☐ I wish my donation to remain anonymous.

DESIGNATED GIVING

- ☐ UNITED WAY GENERAL IMPACT FUND
  The most powerful way to invest your contribution is to invest where it is needed most, by advancing the common good of the McLennan County community.
- ☐ EDUCATION PILLAR ☐ FINANCIAL STABILITY PILLAR
- ☐ HEALTH PILLAR ☐ SAFETY NET SERVICES PILLAR
- ☐ UNITED WAY ELIGIBLE DESIGNATION PARTNER

*If you would like to designate your gift directly to an agency, a minimum annual donation of $100 is required. Designations to specific agencies will be assessed a 15% processing fee (maximum $75). Designations to agencies not pre-approved on the United Way designation list will be redirected to a United Way impact pillar. Please visit www.UnitedWayWaco.org for a list of eligible agencies for designations.

Designated Agency Name

WAYS TO GIVE

- ☐ BECOME A LEADERSHIP SOCIETY DONOR
  An annual gift of $500 or more (a minimum of $21 per pay check) qualifies you to become a United Way Leadership Society Donor.
- ☐ BECOME AN IMPACT DONOR
  An annual gift of $1-499 qualifies you to become an Impact Donor.
- ☐ BECOME A FAIRSHARE DONOR
  I want to contribute the following amount:
  - ☐ 1% of my monthly salary
  - ☐ 1 Hour of pay per month
  - ☐ $_____ each pay period
  - _____ # of pay periods
- ☐ ONE-TIME GIFT
  Please attach check made payable to United Way of Waco-McLennan County.
  Total Amount Enclosed: _____
  - ☐ Check #_____ ☐ Credit Card
  - ☐ Cash

Number _____

Exp. Date _____ CVC _____

Total Amount of Pledge

$

Signature to Authorize Pledge

Signature _____ Date _____

FREQUENTLY ASKED QUESTIONS

Where does my contribution go?

All funds raised through the United Way Annual Campaign go into the United Way General Impact Fund, unless a donor designates to a specific organization or another United Way. On an annual basis, these funds are used to support grants made to highly qualified nonprofit organizations working to support community outcomes in the areas of education, health, financial stability, and safety net services. Dollars raised from this campaign directly benefit programs that serve McLennan County residents.

Who decides how my gift is spent?

We authentically engage community partners, donors, organizations, experts, and residents in a meaningful and inclusive way through the volunteer-led Community Investment & Financial Review Council grant review process. The Councils are responsible for ensuring donor contributions are invested effectively in well-governed and well-managed local programs that are committed to high-impact outcomes. These Councils provide grant application review and funding recommendations to the United Way Board of Directors. The Board has final approval of all grant awards.

What about the pressure to give?

UWWMC does not condone a workplace to pressure their employees to give. The decision to give is personal and up to each individual. No one should be pressured or coerced into giving.

How much of my donation stays in McLennan County?

98% of your donation stays in McLennan County. 2% of your gift supports our United Way Worldwide annual membership fees which provides our local organization with staff training, national fundraising opportunities, marketing, and worldwide networking support.

Can I designate my gift to a specific organization?

Yes, a donor may designate their gift to a funded nonprofit partner or an approved organization from our eligible partner list. Designations to an ineligible organization will be redirected to the General Impact Fund. The most powerful way to invest your contribution is to invest where it is needed most, by advancing the common good of the McLennan County community through the United Way General Impact Fund.

As Campaign Coordinator, what if I get a question I don't know how to answer?

Don't be afraid to say you don't know. Get the person's name and phone number and contact the United Way office and a United Way staff member will follow up. United Way's website also offers extensive information. Visit us at **www.unitedwaywaco.org** to learn more.

Can I make the "United We Rock" theme my own?

Absolutely! Karaoke contests, music trivia, tour t-shirts–your creativity rocks. Make it fun, make it yours.

HEAR THE IMPACT LOUD AND CLEAR

Where Your Dollars Hit the High Notes

FINANCIAL SECURITY

Creating a stronger financial future for every generation.

- Cen-Tex African American Chamber of Commerce
- Christian Women's Job Corps of McLennan County
- Community Loan Center of the Heart of Texas
- Friends for Life
- Grassroots Community Development
- Heart of Texas Goodwill Industries, Inc.
- Mission Waco Mission World
- NeighborWorks Waco
- Texas AHEC East - Waco Region
- Waco Habitat for Humanity

More than 40% of McLennan County households earn less than the basic cost of living.

HEALTHY COMMUNITY

Improving health and well-being for all.

- Ascension Providence Foundation
- Baylor Scott & White Central Texas Foundation
- Better At Last
- Care Net Pregnancy Center of Central Texas
- Community Cancer Association
- Community Doulas of Waco
- Greater Waco Sports Commission
- Heart of Texas Behavioral Health Network
- La Puerta
- Waco Family Medicine

39% of births in McLennan County receive no prenatal care in the first trimester–higher than the state average.

YOUTH OPPORTUNITY

Helping young people realize their full potential.

- Central Texas Youth Services Bureau
- Communities in Schools of the Heart of Texas
- Family Abuse Center
- Girl Scouts of Central Texas
- Greater Waco YMCA
- Inspiración
- Mentoring Alliance
- STARRY, Inc.
- Talitha Koum Institute
- The Arc of McLennan County
- The Cove, Heart of Texas
- Transformation Waco
- VOICE Inc.
- Waco Civic Theatre
- Youth Connection Inc.

Food insecurity impacts nearly a quarter of children under age 18 in McLennan County.

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow.

- Advocacy Center for Crime Victims and Children
- American Gateways
- American Red Cross - Heart of Texas Chapter
- Caritas of Waco
- CASA of McLennan County
- Compassion Waco
- Family Abuse Center
- Foster Village Waco
- Greater Waco Legal Services
- Isaiah 117 House
- Lovely Village
- McLennan County Pack of Hope
- Meals on Wheels Waco
- Nightlight Christian Adoptions
- The Salvation Army Waco

Food insecurity impacts nearly a quarter of children under age 18 in McLennan County.

UNITED WAY CONTACT INFO

1227 N. Valley Mills Drive, Suite 212 Waco, TX 76710

P.O. Box 7634 Waco, TX 76714

254-752-2753

info@unitedwaywaco.org

UnitedWayWaco.org

Follow Us @UWWMC

UNITED WAY
Waco-McLennan County

LOCAL GIVING. LOCAL IMPACT.