



UNITED WAY
North Central New Mexico

2025 Employee Campaign Manager (ECM) On-Boarding Guide and Checklist



UNITED, We Make a Difference Across the Five Counties We Call Home



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North Central
New Mexico

Congratulations on being chosen as the **Employee Campaign Manager (ECM)** for your workplace's United Way campaign! Your leadership represents more than just an organizational role—it's an opportunity to unite your coworkers in creating meaningful change for our neighbors in **Bernalillo, Sandoval, Santa Fe, Torrance, and Valencia counties**. As an ECM, you're not just running a campaign, you're leading your team in a movement of hope and impact. Every dollar raised, every pledge made, and every leadership gift inspires real change for individuals and families in **our five counties**.

Together, we're helping children succeed in school, families find stability, and individuals build brighter futures. Your role in this effort ensures that your workplace leaves a legacy in our community.

Thank you for your leadership, compassion, and commitment to creating a stronger New Mexico. Let's make this campaign unforgettable!

With Gratitude,

Campaign Director,
United Way of North Central New Mexico

PRE-CAMPAIGN PLANNING

Let's Get Rolling!

Know the Mission You're Powering

You're not just running a campaign, you're helping fuel real, local change.

What You Support

- **211 Helpline** – Available Monday–Friday, 8am to 5pm, 211 is a trusted resource that connects individuals to housing, food, utility assistance, mental health services, and more—with support available in over 240 languages.
- **Tax Help NM** – Free tax prep for working families to boost financial stability.
- **Family Advocacy Centers** – Safe spaces for domestic violence survivors and their families to access trauma-informed support.
- **Community Grants** – Local investments in nonprofits tackling education, shelter, and emergency services.
- **Rising Together** – Uniting schools, businesses, and nonprofits to break the cycle of poverty.

Set Campaign Goals

- ☐ Participation Goal: How many team members will give, volunteer, or advocate?
- ☐ Company Giving Goal: Set a total dollar target.
- ☐ Leadership Engagement: Schedule a leadership kickoff call to set the tone.
- ☐ Matching Gift Check: Confirm if your company matches donations.

Gather Your Campaign Tools

- ☐ “What a Dollar Provides” Flyer
- ☐ Community Impact Report Card
- ☐ Spanish-Language Pledge Forms

Build Your Dream Team

- ☐ Recruit coworkers with energy and creativity
- ☐ Appoint a Leadership Giving Advocate
- ☐ Schedule a Leadership Giving Presentation

Plan Kickoff Activities

- ☐ Finalize timeline and key campaign dates
- ☐ Plan a fun, mission-centered kickoff event



DURING THE CAMPAIGN: *Bring it to life!*

Use this framework: COMMUNICATE. EDUCATE. MOTIVATE. ASK.

COMMUNICATE – Start the Conversation

- ☐ Schedule a presentation with your United Way Corporate Relations Officer (CRO)
- ☐ Pick 1-2 focus areas to highlight such as 211 resource navigation, family financial stability, domestic violence support through Family Advocacy Centers, access to mental and behavioral health services, or local nonprofits funded through Community Investment Grants based on what will resonate most with your team.
- ☐ Launch with an email, team huddle, or kickoff event

EDUCATE – Show the Impact

- ☐ Use simple weekly giving examples (plug in “What a Dollar Provides”)
- ☐ Provide flyers, slides, or talking points
- ☐ Provide Community impact report card

MOTIVATE – Build Community, Pride & Purpose

- ☐ Host fun activities:
- ☐ Jeans or Jersey Day (\$10 to dress casual)
- ☐ Local raffles (Balloon Fiesta, restaurant gift cards)
- ☐ Volunteer challenges (by team or department)
- ☐ Celebrate participation with shoutouts, treats, and progress boards

ASK – Make the Invitation

- ☐ Offer multiple giving options: online forms, QR codes, pledge forms
- ☐ Make a heartfelt ask: Would you give a few dollars a week to help a child learn, keep a family housed, support mental health, and fund local nonprofits making a difference?
- ☐ Reinforce the message: “Every gift counts. Every dollar stays local. When we all give a little, we make a big difference.”
- ☐ Emphasize that participation is impact
- ☐ Send a reminder email: On the final day of your campaign, send a follow-up to the whole team. Include those who may have missed it. Be sure to include employees who were on leave, out sick, or may have missed the original invitation.
- ☐ Consider Extending the opportunity: Give everyone one more paycheck to participate because life happens, and every team member deserves the chance to give.



POST-CAMPAIGN *Let's Celebrate!*

Say Thank You

- ☐ Send thank-you emails or handwritten notes
- ☐ Share a powerful story of local impact

Share Results

- ☐ Request final numbers from your United Way contact:
 - Total raised
 - Participation rate
 - Note on campaign reporting: If your workplace campaign is run through a third-party processor (such as Benevity, CyberGrants, etc.) instead of directly through United Way, your campaign results will not be available until the third-party provider shares that information with us. For faster and more timely reporting, talk to your United Way Corporate Relations Officer (CRO) about switching to United Way's donation processing system. This ensures accurate, real-time tracking and better stewardship of your team's generosity.
- ☐ Post campaign results via email and social media

Celebrate Your Team

- ☐ Host a casual wrap-up (coffee, snacks, or lunch) to bring everyone together and close the campaign on a high note. Invite your United Way Corporate Relations Officer (CRO) to celebrate with your team and share how your collective generosity will make a real impact across our communities.
- ☐ Publicly acknowledge everyone's role and generosity

Reflect and Prep for Next Year

- ☐ Jot down:
 - Wins and lessons learned
 - Creative ideas for next year that sparked this year's campaign

Remember: YOU Helped Power Real Change!

Thanks to your leadership, more families are stable, more kids are learning, and more neighbors have access to support. That's the power of United Way and the power of YOU.

