

UNITED WE FIGHT.  
UNITED WE WIN.



LIVE UNITED

# STARTING A WORKPLACE CAMPAIGN



## DECIDE THE DETAILS OF YOUR CAMPAIGN

- Determine when you want to hold your campaign
- Determine the giving options you want to provide your employees
  - Payroll Deduction (most popular)
  - One Time Gifts (check, cash, credit cards)
  - Bill Me (monthly, quarterly, one time)
- Determine who will be responsible for executing the campaign

## SET UP PAYROLL DEDUCTION

- Set up a time for the United Way Relationship Manager to meet with your payroll manager to set up payroll deduction
  - Determine if there are minimums for payroll deduction.
  - Are there any special requirements to allow payroll deduction?
  - When will payroll deductions begin?
  - How many pay periods are in the year?
  - Will you allow employees to decide how many pay checks they want to contribute from?



## PREPARE FOR A SUCCESSFUL CAMPAIGN

- Ensure the campaign is supported by the CEO/President and executive team
- Recruit a committed campaign committee. Our most successful campaigns utilize a committee who help share in the responsibilities!
- Set campaign goals and timeline- be sure to include goals such as participation % and plan a wrap up celebration!
- Work with United Way professionals to develop a campaign plan, attain local materials, and set up presentations.
- Conduct a leadership giving program (\$1,000 or more gifts)
- Hold a campaign kick-off that involves all employees
- Promote your campaign (posters, desk drops, and intranet- whatever works best for your company!)
- Thank, Recognize, and Report! Thank your supporters, recognize those who give and those who made the campaign possible, and report the results of the campaign back to the employees!