



So you want to start a United Way Campaign?

Decide the details of your campaign (Don't worry, we're here to help.)

- 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)
 - Recurring payments via credit card
- Determine who will be responsible for executing the campaign (Employee Campaign Coordinator)
- Set up a time for you or the Employee Campaign Coordinator to meet with your payroll manager to set up payroll deduction.
 - Payroll deductions start at the beginning of your fiscal year.
 - How many pay periods are in the year?
 - Are there any special requirements to allow payroll deductions?
 - Determine how employee payments will be made to United Way.

Prepare for a successful campaign (Most importantly, have FUN!)

- Ensure the campaign is supported by company leadership.
 - If you have a large workforce, you may want to recruit more than one person to help with the campaign. A committee is great to help share the responsibilities!
 - Set campaign goals and timeline - be sure to include goals such as participation % and plan a wrap up celebration!
 - Work with your United Way staff person to develop a campaign plan, obtain materials, and set up presentations or events.
 - Hold a campaign kick-off that involves all employees. This can be anything from a team breakfast or contest, to something as simple as having a meeting or sending an e-mail.
 - 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!
- Ask us about e-pledge!**

CAMPAIGN HOW TO



UNITED WAY
Northwest Arkansas

BEFORE:

GET PREPARED

- Contact your United Way staff person to start planning.
- Review your campaign's history including the total amount raised, participation rate, average gift, and the strategies used last year
- Set beginning and end dates for your campaign.
- Set a goal and communicate to the staff.

RECRUIT & TRAIN A CAMPAIGN TEAM (OPTIONAL)

- Form a committee that provides leadership from all facets and levels of the organization.
- Recruit people who are energetic, organized, and well-liked by their peers.
- Include your campaign committee in the meeting with your United Way staff person.

DURING:

PUBLICIZE YOUR CAMPAIGN

- Communicate your campaign's calendar of events through your organization's communication tools
- Find easy cut-and-paste messages to your staff in the Sample Campaign Emails.
- Share United Way of NWA campaign materials electronically.

KICKOFF YOUR CAMPAIGN

- Hold a kickoff.
 - Arrange for a United Way staff person to attend to ensure every associate understands United Way's impact in the community.
 - Invite management to speak about why your company supports United Way.
- Have giving incentives.
 - Examples: gift cards, special perks, PTO time

EDUCATE EMPLOYEES ABOUT UNITED WAY'S WORK

- Educate everyone about the positive changes their gift makes in the community.
- Ask an employee to share a story about their experience with United Way.
- Find tons of useful information in the Workplace Giving section of the United Way website.

AFTER:

ANNOUNCE RESULTS & SHOW APPRECIATION

- Announce campaign results via email or during staff meetings. Report results to United Way.
- Show how one "small" gift combined with the entire company's gift will create a big impact.
- Blanket bulletin boards and lunch rooms with "thank you" messages.
- Post photos of employees participating in campaign events.

ESTABLISH YEAR-ROUND UNITED WAY COMMUNICATION

- Publish noteworthy information in company newsletters or intranet.
- Work with United Way to find out about volunteer opportunities.