

WORKPLACE CAMPAIGN



UNITED WAY
Northwest Arkansas

How do I start a United Way Campaign?

#1: Decide the details of your campaign (Don't worry, we're here to help!)

- When do 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 vis 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 deduction?
 - Determine how employee payments will be made to United Way.

#2: Prepare for a successful campaign (Have Fun!)

- Ensure the campaign is supported by company leadership.
- If you have a large workforce, you may want to recruit more than one campaign coordinator. A committee is a great way to share responsibilities.
- Set campaign goals and timeline - be sure to include goals such as participation % and plan a wrap up celebration!
- Work with your local United Way connection (Director of Corporate Relations at United Way NWA) 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 email.**
- **Promote your campaign! Use posters, incentives, desk drops, intranet, social posts, and emails - whatever works best for your company.**
- **Thank, Recognize, & Report! Thank your supports, recognize those who give and those who made the campaign possible, and report the results of the campaign back to the employees! (The United Way NWA Director of Corporate Relations can help provide reporting details - Ask us about e-pledge!)**

CAMPAIGN HOW TO



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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 in previous years.
- Set beginning and end dates for your campaign.
- Set a goal and communication 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.
(United Way NWA Director of Corporate Relations)

During:

Publicize Your Campaign

- Communicate your campaign's calendar of events through your organization's communication tools.
- Fine 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: raffles, gift cards, special perks, PTO time, etc.

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 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 lunchrooms 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.



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