

## WHY & HOW to hold an Employee Campaign for United Way

### WHY?

#### **Benefits for your company:**

- \* Builds employee morale and fosters a sense of team spirit
- \* Cultivates leaders through employee development opportunities
- \* Provides information on critical community issues and opportunities to be a part of the solution
- \* Provides volunteer opportunities such as Day of Caring

#### **Benefits for individuals:**

- \* Helps employees make informed investments
- \* Helps employees become involved with local non-profit agencies
- \* Provides information on local health and human service needs

#### **Maximize the impact:**

- \* Offers a centralized, community-wide cost-effective fundraising approach
- \* 100% stays local, supporting Putnam County programs and services

### HOW?

#### **14 Tips for a Successful Employee Campaign**

1. Recruit an Employee Campaign Manager and Committee
2. Determine a 2-3 week time period for the campaign.
3. Get ideas and materials from United Way
4. Schedule and announce a presentation by United Way and agency staff – preferably in conjunction with a staff meeting, to ensure good attendance. Offer refreshments.
5. Set a worksite goal and post a thermometer marking progress.
6. Offer payroll deduction option.
7. Secure Company match for employee donations.
8. Distribute pledge forms and brochures to all employees via paychecks, employee mailboxes, or at a meeting. Include memo from Campaign Coordinator and/or CEO encouraging participation.
9. Offer incentives for early pledges, first time donors, prize drawings for all donations, etc.
10. Hold special events to raise additional funds from those not interested in payroll deductions – car washes, pie contests, can drives, etc.
11. Remind employees a week before deadline and at deadline.
12. Collect pledge forms, checks, and cash. Send with report form to United Way.
13. Thank everyone who participated.
14. Celebrate!

#### **United Way Opposes Coercion**

United Way of Putnam County believes that the most responsive contributors are those who are informed and involved. A well-planned campaign with an effective communications program that is run by committed volunteers will ensure responsible contributors. Fundraising should always be conducted in a voluntary manner, without pressure. Giving is a personal decision and coercion is unacceptable to United Way.