

WORKPLACE CAMPAIGN SUCCESS TOOLKIT

STRONGER TOGETHER

EVERYTHING YOU NEED TO RUN A SUCCESSFUL UNITED WAY WORKPLACE CAMPAIGN

This toolkit was designed with **YOU** in mind. The enclosed resources will help you engage your workplace in meaningful ways. We've included tips, ideas and digital assets to set you up for success so that you can champion United Way and our 34 partner agencies at your workplace.



GETTING STARTED:



UNITED WAYS
of Chautauqua County

1.

RECRUIT A TEAM TO HELP:

Even in small workplaces, having a team brings diverse ideas and keeps the workload light.

2.

SET A GOAL:

Set goals for number of donors, amount raised and attendance at events. (This packet includes your workplace's previous year's History of Giving, a great guide for goal-setting).

3.

REQUEST A SPEAKER:

Think about what your employees care about or what hits closest to home for your business: human services, youth programming, workforce readiness, etc. We are happy to come in person to talk to your staff about how we are continually evolving our work to address the highest needs in our community. For more information, contact Katie Castro, UWCC Director of Advancement, at KCastro@uwayscc.org.

4.

SHARE A VIDEO FROM UNITED WAY:

We can also join you virtually in a video conference or send you short videos you can use to engage with employees. For a full menu of videos, visit our website or YouTube page, or contact Katie Castro, UWCC Director of Advancement, at KCastro@uwayscc.org.

5.

MAKE IT FUN:

Include a small drawing or giveaway for everyone who attends, pledges, or increases their giving as part of your workplace campaign.

EVENT & INCENTIVE IDEAS

Consider offering incentives for employees who donate to grow your campaign and further engage your employees.

- **JEANS DAY:** Allow employees to wear jeans during the campaign as an incentive for pledging.
- **RESERVED PARKING SPOT:** Raffle off a parking spot among those who have given during the campaign.
- **LUNCH WITH THE BOSS:** Offer a special lunch with the CEO or senior management team as an incentive for giving.
- **LEAVE EARLY PASS:** Allow employees who contribute to leave an hour early on a day of their choosing.

SETTING A DEADLINE

Set a deadline for all pledge cards to be returned – more than 10 days is too long. Consider an incentive for those who return the cards in a shorter period of time or on the day of the event. It is unlikely that more time will lead to better results.

- Ask employees to return the card even if they choose not to donate this year – it will help you know if you've missed anyone, rather than assuming someone didn't want to give. Consider following up with those who gave in the prior year but did not give this year – maybe they will share their reason and you can share that feedback with United Way.
- Make note of anyone who retired in the last 12 months and share their name with United Way. If they were a loyal donor, their information may be on file and they can be solicited by mail.

WRAP UP

Plan to thank your team, celebrate and share your success with your employees. You'll also need to return your campaign report form and pledge cards to UW.

YEAR-ROUND ENGAGEMENT

We've included a brief in your packet that will give you ideas on how United Way can engage your employees during the year. We've heard great feedback about these learning and volunteer experiences from many of our local businesses.

WATCH OUR 2024 CAMPAIGN VIDEO

Use the QR code to be taken to United Way's YouTube page where you can view our 2024 campaign video.



Our Mission:

We mobilize the community to help every person and family improve their lives.

Jamestown Office
208 Pine St., Jamestown, NY 14701
(716) 483-1561

Dunkirk Office
626 Central Ave., Dunkirk, NY 14048
(716) 366-5424



UNITED WAYS

of Chautauqua County