

RUNNING A UNITED WAY CAMPAIGN



Greater Milwaukee
& Waukesha County

WHO

YOU (the Ambassador) and your team members lead your organization and join 1,500+ local companies in running United Way campaigns to support our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns are usually 1-2 weeks long and can be virtual, in-person, or both. Employees can easily donate to United Way or their favorite nonprofits and participate in engaging activities.

WHERE

Donations given during your United Way campaign help to support 220 programs at 110 nonprofits in Milwaukee, Ozaukee, Washington, and Waukesha counties. Your donations stay local.

WHEN

United Way partners with organizations year-round to engage their employees in supporting the local community. Most workplaces run their campaigns between August and December while United Way has additional staff support, marketing efforts throughout the community, and a chance to win awesome prizes.

WHY

In running a United Way campaign, you and your team members are helping to fight for the health, education, and financial stability of every person in our local community. When you run a campaign, your employee's donations are combined with thousands of others to directly support the work of crucial nonprofits in our community.

HOW

United Way staff and your Loaned Executive can help you get started when the timing is right for you! Loaned executives are full-time seasonal staff here to support your workplace campaign.

Fast Facts:

- United Way invests in programs and community-wide initiatives that are focused on key community issues like health, education, and financial stability.
- We have been recognized nationally and locally for our high rate of efficiency. Nearly 90 cents of every dollar is invested into community problem-solving.
- United Way convenes resources, volunteers, experts, and other service providers to create solutions that go beyond short-term fixes and create lasting change.
- Employees can donate with their paychecks via payroll deduction, credit card, checks, stock, or by request for billing. We make it easy for your employees to give!
- Campaign activities include raffles, competitions, volunteer projects, pie in the face and so much more!



@UnitedWayGMWC
#UnitedWayGMWC
UnitedWayGMWC.org



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WORKPLACE CAMPAIGN CHECKLISTS



Greater Milwaukee & Waukesha County

<input checked="" type="checkbox"/> Before the Campaign	Target Date
<input type="checkbox"/> Attend United Way ambassador training.	
<input type="checkbox"/> Secure CEO/senior management support.	
<input type="checkbox"/> Determine your participation goal, monetary goal, and incentives.	
<input type="checkbox"/> Recruit a team to help with the campaign; assign tasks.	
<input type="checkbox"/> Meet with your loaned executive to discuss campaign strategies and develop a calendar of events.	
<input type="checkbox"/> Review the previous campaign's performance, opportunities, and challenges.	
<input type="checkbox"/> Determine your campaign plan and time frame.	
<input type="checkbox"/> Schedule your kickoff, United Way speaker, and any special events.	
<input type="checkbox"/> Promote the campaign and distribute your calendar of events.	
<input type="checkbox"/> Send a campaign kickoff letter from your CEO endorsing the campaign.	
<input type="checkbox"/> Invite retirees to your kickoff event.	

<input checked="" type="checkbox"/> During the Campaign	Target Date
<input type="checkbox"/> Hold kickoff event with loaned executive and agency speaker.	
<input type="checkbox"/> Ensure all employees have access to campaign materials and giving platforms.	
<input type="checkbox"/> Hold a leadership giving or loyal contributor (10+ year donors) event.	
<input type="checkbox"/> Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.	
<input type="checkbox"/> Conduct special events, lunch and learn sessions, and other activities.	
<input type="checkbox"/> Monitor your progress towards your goal.	
<input type="checkbox"/> Remind individuals who have not pledged to consider making a gift.	
<input type="checkbox"/> Send reminders about campaign events, incentives, and deadlines.	

<input checked="" type="checkbox"/> After the Campaign	Target Date
<input type="checkbox"/> Ensure all pledges are received.	
<input type="checkbox"/> Follow up on any corporate contribution or employee match.	
<input type="checkbox"/> Calculate the results, review results with your committee members, and prepare final report for your United Way contact.	
<input type="checkbox"/> Announce results to all employees.	
<input type="checkbox"/> Post campaign photos on your corporate social media networks.	
<input type="checkbox"/> Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
<input type="checkbox"/> Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.	
<input type="checkbox"/> Talk to your loaned executive about how United Way can continue to improve its service.	

<input checked="" type="checkbox"/> Throughout the Year	Target Date
<input type="checkbox"/> Keep employees updated on United Way activities.	
<input type="checkbox"/> Promote volunteer opportunities.	
<input type="checkbox"/> Attend United Way events (Campaign Kickoff, Closing Celebration, P5 Awards, LINC activities, Women's Brunch, and more).	
<input type="checkbox"/> Share success stories.	
<input type="checkbox"/> Schedule an agency tour for your employees.	
<input type="checkbox"/> Host a drive.	
<input type="checkbox"/> Offer lunch and learn sessions.	

Start Planning! Head to
UnitedWayGMWC.org/Campaign-Planning for:
 Campaign Activities & Prizes
 Success Stories & Videos
 Email Templates & Marketing Materials

SAMPLE CAMPAIGN SCHEDULE



Greater Milwaukee
& Waukesha County

Check out our full list of campaign activities and talk to United Way Staff for more ideas:

UnitedWayGMWC.org/Fundraising-Activities

MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, United Way, and a nonprofit partner. United Way can also provide [videos](#) to play at kickoff.

TIP: [Incentivize employees](#) by providing food and/or raffling off a prize to attendees.

TUESDAY | CAMPAIGN ACTIVITY 1 (EX: TRIVIA)

Compete in a quiz about coworkers, your company, United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

TIP: Suggest a small donation amount to participate in campaign activities.

WEDNESDAY | VOLUNTEER DAY

Encourage employees volunteer with a kit pack activity, collection drive, Lunch, Learn + Do or by heading out to a nonprofit partner to volunteer. United Way can help plan this [volunteer activity](#).

THURSDAY | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

FRIDAY | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: [Incentivize employees](#) by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

ALL WEEK | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

Campaign Themes

- Decades (80s, 90s)
- Carnival
- Fall & Halloween
- Being a Kid
- Superheroes
- Night at the Movies

Campaign Incentives

- Premiere parking
- Time off
- Food, coffee, treats
- Company swag
- Don't forget to promote United Way's [Give & Win Sweepstakes!](#)
- View our full list of [incentive](#) ideas

Communicate Daily

- Ask employees to share why they give
- Share [success stories](#) and [videos](#)
- Use the [sample communications and campaign materials](#).
- Use the Calculate Your Impact [calculator](#)