RUNNING A UNITED WAY CAMPAIGN



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.



WHO

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.

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



Greater Milwaukee & Waukesha County

WORKPLACE CAMPAIGN CHECKLISTS



Greater Milwaukee & Waukesha County

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

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

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

Throughout the Year	larget Date
Keep employees updated on United Way activities.	
Promote volunteer opportunities.	
Attend United Way events (Campaign Kickoff, Closing Celebration, P5 Awards, LINC activities, Women's Bruncheon, and more).	
Share success stories.	
Schedule an agency tour for your employees.	
Host a drive.	
Offer lunch and learn sessions.	

Start Planning! Head to <u>UnitedWayGMWC.org/Campaign-Planning</u> for:

Campaign Activities & Prizes Success Stories & Videos Email Templates & Marketing Materials

SAMPLE CAMPAIGN SCHEDULE

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

UnitedWayGMWC.org/Fundraising-Activities

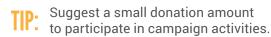
MONDAY CAMPAIGN KICKOFF

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 <u>videos</u> 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.



WEDNESDAY VOLUNTEER DAY

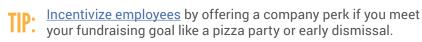
Encourage employees volunteer with a kit pack activity, collection drive, Lunch, Learn + Do or by heading out to a nonprofit partner to volunteer. United Way can help plan this <u>volunteer activity</u>.

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.



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 <u>Give &</u> <u>Win Sweepstakes</u>!
- View our full list of incentive ideas

Communicate Daily

- Ask employees to share why they give
- Share <u>success stories</u> and <u>videos</u>
- Use the <u>sample</u> <u>communications and</u> <u>campaign materials</u>.
- Use the Calculate Your Impact <u>calculator</u>