



RUNNING A WORKPLACE CAMPAIGN

WHO

You (the Ambassador) and your team members lead your organization's United Way campaign, and join hundreds of local companies in supporting 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

Your United Way campaign takes place at your workplace. Whether that's remote or in-person, your campaign can bring people together to raise money for your community. 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 those who need it most. When you run a campaign, your employees' donations are combined with thousands of others to directly support the work of crucial nonprofits in our community.

HOW

United Way staff can help you get started when the timing is right for you! We have lots of resources available to make it easy!



@UnitedWayGMWC
#UnitedWayGMWC
UnitedWayGMWC.org



Greater Milwaukee
& Waukesha County

WORKPLACE CAMPAIGN CHECKLISTS

| <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 campaign coordinator 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/senior management 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 campaign coordinator 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 your final report envelope for your United Way Contact. | |
| <input type="checkbox"/> Announce results to all employees. | |
| <input type="checkbox"/> Post campaign photos on your organization's 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 campaign coordinator 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 United Brunch, family volunteer events, 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

WORKPLACE CAMPAIGN BEST PRACTICES

1

Assemble a Team

Invite team members from various departments to help plan and execute your campaign. This will help spread the word and ensure all departments are encouraged to participate.

2

Get Leadership Involved

Employees will feel more motivated to give when they see leadership actively involved in the campaign and sharing why they support United Way. Ask leaders to attend campaign events, speak at kickoffs, and be involved as much as possible!

3

Incentivize

Award prizes like PTO, extra company swag, and gift cards for participating in the campaign.

4

Communicate

Be sure to share campaign events with your organization well in advance and share daily updates during the campaign.

5

Celebrate & Thank Donors

Be proud of the work you've done and share the impact with your team. Don't forget to thank your donors so everyone feels appreciated.

WHAT ARE OTHER AMBASSADORS DOING?

Daily Drawings

"Our most effective special event is our daily drawings.



The company has been generous in offering available resources (Packers tickets, parking spots, small grants to nonprofit of choice, etc.) for these drawings. Employees know that the sooner they pledge, the more drawings they qualify for. Because of this, we typically will reach 60-65% of our dollar goal during the first two days of the campaign."

- Thomas Rosenthal,
Northwestern Mutual

Department Competitions

"One of our newest special events that we started last year was Department Change Wars. We are very competitive when it comes to winning. The following rules for this event: Add all your coins to your team's jar to ensure your team's victory or place dollars in your opposing team's jar to count as negative coins, helping to ensure their defeat. This event has been the most successful in raising money for United Way."



- Der Vang,
Visit Milwaukee

Leverage Leadership

"At Johnson Controls, we believe in the power of leadership to drive community engagement through our United Way campaign. Our Executive Committee leads a dynamic competition, collaborating on unique campaign strategies that encourage and empower every member of our team to make a meaningful impact. This approach not only energizes our campaign but also reflects our commitment to leading the way in corporate giving, showcasing our drive to create meaningful change in our community."



- Charmyse White,
Johnson Controls

SAMPLE WORKPLACE 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 [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, 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.

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

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

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](#)



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