



AMBASSADOR GUIDE

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

When running a United Way campaign, you are addressing the most pressing issues in our community. Your donation directly supports solutions to big problems, uplifting individuals and families in need.

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!



UNITED WAY
Greater Milwaukee
& Waukesha County

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**We Energies
Foundation**

WORKPLACE CAMPAIGN GUIDE

✓ BEFORE THE CAMPAIGN

- ☐ Attend United Way ambassador training.
- ☐ Secure CEO/senior management support.
- ☐ Determine your participation goal, fundraising goal, and incentives.
- ☐ Recruit a team to help with the campaign; assign tasks.
- ☐ Meet with your campaign coordinator 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/senior management endorsing the campaign.
- ☐ Invite retirees to your kickoff event.

✓ DURING THE CAMPAIGN

- ☐ Hold a kickoff event with United Way staff and a nonprofit 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 goals.
- ☐ Remind individuals who have not pledged to consider making a gift.
- ☐ Send reminders about campaign events, incentives, and deadlines.

✓ AFTER THE CAMPAIGN

- ☐ Ensure all pledges are received and sent to United Way.
- ☐ Follow up on any corporate contribution or employee match.
- ☐ Calculate the results, review results with your committee members, and prepare your final report envelope for your United Way staff.
- ☐ Announce results to all employees.
- ☐ Post campaign photos on your organization's 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 campaign coordinator about how United Way can continue to improve its service.

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 speaker. 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 the time of year 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](#)

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.



THROUGHOUT THE YEAR

- Keep employees updated on United Way activities.
- Promote volunteer opportunities.
- Attend United Way events (Campaign Kickoff, Closing Celebration, P5 Awards, LINC activities, Women United Brunch, family volunteer events, and more).
- Share success stories.
- Schedule an agency tour for your employees.
- Host a drive.
- Offer lunch and learn sessions.

