

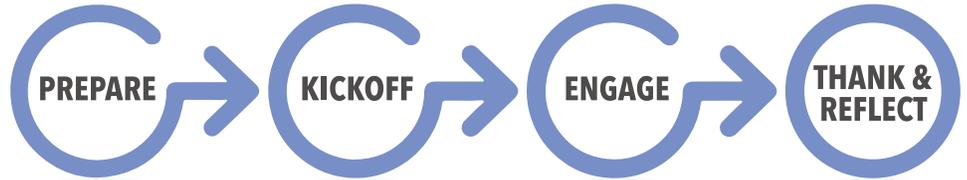
There are many ways to make an impact in your community and United Way of the Greater Triangle can make it easier than ever.



STEP BY STEP

HOW TO ORGANIZE A WORKPLACE GIVING CAMPAIGN

TIMELINE



PREPARE

(Several Weeks Before Kickoff)

- Don't do it alone! Recruit a campaign committee and get your leadership team onboard. Together with your United Way representative, your campaign committee can help develop a timeline and map out the strategy.
- Set your campaign goal. Will you focus on total amount raised or total employee participation? Review your company's giving history (if applicable) to guide you.
- Prepare for your United Way partnership and schedule a pre-campaign call between your company's leadership and United Way's CEO.
- Develop your campaign plan. Incorporate key activities and messaging to support your campaign goal. Internal team challenges are also a great way to encourage friendly competition.
- Lean on United Way for planning the best campaign ever. We've provided a campaign toolkit and relationship manager for good reason!

KICKOFF

- Host a high energy kickoff event – virtually (if needed)! Invite your leadership to share why workplace giving campaigns are important, campaign goals, and offer incentives for early pledges, if possible.
- Send United Way's pre-recorded campaign video to help your colleagues understand the true impact of their donation.
- Spread your planned messaging far and wide. Make sure everyone at your company knows the importance of your workplace giving campaign.
- Keep up the cadence. Make sure your colleagues hear about the campaign and its intended impact regularly



United Way
of the Greater Triangle



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HOW TO ORGANIZE A WORKPLACE GIVING CAMPAIGN

ENGAGE

(Mid-campaign to end)

- Host regular virtual and in-person gatherings (as appropriate). Use that time to share stories and highlight the potential impact of each person's gift.
- Incentivize participation in everything from volunteering activities to themed challenges with prizes like a day off, gift cards to local restaurants, or the chance to win coffee with your CEO.
- Get your colleagues involved on the ground level with exclusive volunteering opportunities. United Way can connect you with on- and off-site opportunities.
- Share weekly updates on dollars raised and total participation. Momentum is contagious!

THANK AND REFLECT

(Post-campaign)

- Celebrate what you've raised! Make sure to thank your colleagues verbally and/or via email. Cupcakes are nice, too.
- Acknowledge your champions. Shout out your colleagues that went above and beyond.
- Share future volunteering opportunities for colleagues that want to stay involved. There's always more work to be done.
- Review what worked well and share your recommendations for future campaigns with senior leadership.
- Stay in touch. United Way is deeply embedded with the challenges our communities face, and we can provide year-round engagements with the organizations committed to solving them.

KEY TOOLS

United Way's [Campaign Toolkit](#) is here to help. It includes:

- **2020 Campaign Videos**
- **Virtual Changemaker Challenge**
- **Posters**
- **Email Templates**
- **How to Make a "Why I Give" Campaign Video tutorial**
- **Impact Numbers**
- **And more...**

Need more inspiration? The Campaign Toolkit has more [virtual activity and engagement ideas](#) to get you started.



STEP BY STEP

HOW TO ORGANIZE A WORKPLACE GIVING CAMPAIGN

BEST PRACTICES

BE SUCCINCT

- Virtual fundraising campaigns are most effective if kept to a length of two weeks or less.

COMMUNICATE COMPREHENSIVELY

- Clearly state goals including fundraising total, total participants, average donation amount, and volunteer hours (as applicable).
- Share photos and videos as available to help your colleagues better connect to the mission.
- Celebrate your wins! Keep the momentum going by including daily updates on goals and totals at the top of all communications.

EMPHASIZE PEER-TO-PEER SUPPORT

- Solicit 'Why I Give' videos from colleagues showing why they support their community. See Campaign Toolkit for a how-to guide!
- Ask individuals to regularly share their "why" in meetings, via email, through your company intranet, and more.

HELP PEOPLE VISUALIZE IMPACT

- Use United Way's "What Your Dollars Do" equations to show the effect that each annual donation can have. (available 9-2020)
- Solicit a United Way speaker through your relationship manager to tell their personal story.

ACCELERATE SUCCESS WITH INCENTIVES

- Daily prizes, raffles, and other engaging elements are a great way to keep people connected. Consider also having prizes for individuals and teams who reach their defined goals.

UTILIZE AVAILABLE RESOURCES

- The United Way [Campaign Toolkit](#) is available on United Way's website. This toolkit includes email templates, video stories, posters, data, and more.
- Your United Way Relationship Manager can also answer questions, guide you through the steps to establishing a virtual campaign, or help provide resources not currently available in the toolkit.