



UNITED WAY
Greater Cincinnati

WORKPLACE CAMPAIGN POWER GUIDE

Thanks for being a champion for our community! You're helping your workplace make a real difference — this guide has everything you need to get started and succeed.

YOUR CAMPAIGN FUELS REAL IMPACT:

339,000 neighbors served

\$40.3M reinvested locally

400+ community
partners

Watch this video
to learn more!



✓ **STEP 1: BUILD YOUR DREAM TEAM**

Get leadership on board early and your campaign will perform better.

How to do it:

- Identify a **campaign champion** — someone excited to lead.
- Secure **executive support** and kick off with leadership early.
- **Add co-chairs or department leads** to drive momentum across teams.
- Start **planning at least six weeks** prior to launch.



✓ **STEP 2: SET A CLEAR GOAL & TIMELINE**

Set a goal to create focus and energize your team.

How to do it:

- Choose a **start and end date** (most campaigns last 1-3 weeks).
- Set a **dollar goal, participation goal** or **response rate** target.
- Track giving daily and celebrate progress along the way.
- Consider a corporate gift, grant or match.

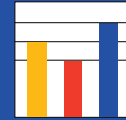
✓ **STEP 3: LAUNCH WITH ENERGY**

Make a strong first impression to spark engagement.

How to do it:

- Host a **Leadership Kickoff** followed by an **All-Team Kickoff**.
- **Share the impact:** Every dollar helps children, families, and neighbors thrive. Include impact story videos, a guest speaker or team activity to generate excitement.

Check out the campaign toolkit at uwgc.org/toolkit



DATA BEHIND GIVING

Peer-to-peer outreach boosts results — employees are significantly more likely to give when personally invited by a teammate.



Data shows companies with **Leadership Kickoffs** achieve significantly better results.



84% of donors say they're more likely to give if a match is offered, and one in three say they would give a larger gift if matching was applied to their donation.



✓ **STEP 4: MAKE GIVING EASY – AND FUN**

Simple, fun campaigns are more successful.

How to do it:

- **Offer flexible giving options** like payroll deduction or one-time online gifts. Promote through QR codes, email and internal platforms.
- **Use United Way's special fundraising tools** to host raffles, auctions, trivia and other engaging activities.
- **Include incentives to spark giving**, like early-bird prizes, new donor rewards, extra PTO or gift cards.

✓ **STEP 5: ENGAGE THROUGH ACTION**

Employees want to see the difference they're making.

How to do it:

- Host **volunteer projects** - Hands-on, kit-building activities in the community
- Plan **Impact Experiences** - Hands-on or virtual United Way activities
- Leverage **United Way's Giving Groups** – Connect your donors with like-minded individuals who share the same passion for creating change.

✓ **STEP 6: CELEBRATE, THANK & REPORT BACK**

Recognition builds loyalty and encourages future participation.

How to do it:

- Share results and recognize teams or individuals.
- Host a **closing celebration** – virtual or in-person.
- Tell people **how their gifts make a difference**.



INCENTIVIZE & ENGAGE

Campaigns with **interactive activities** raise up to **30% more**. Incentives can **boost participation by as much as 20%**, especially among first-time donors.

💡 **United Way's digital tools make giving seamless and engagement fun!**

■ **71% of employees** say volunteering strengthens workplace culture. United Way offers experiences tailored to young professionals, new hires and employee groups to build connection and purpose.

■ Peer recognition matters. Campaigns that highlight employee giving see up to **41% higher participation** the next year.

THROUGHOUT YOUR CAMPAIGN, UNITED WAY IS HERE TO SUPPORT YOU:

- Personalized strategy & planning sessions
- Online giving platform setup & troubleshooting
- Speakers & storytelling assets
- Special fundraising platform
- Volunteer project coordination
- Templates, toolkits, graphics & timelines
- Year-round partnership & recognition



uwgc.org/toolkit



YOUR CAMPAIGN CHECKLIST/NOTES

- ☐ **1. Build Your Dream Team** – Identify leads and get executive buy-in
- ☐ **2. Set Goal & Timeline** – Decide when and how much to raise
- ☐ **3. Launch with Energy** – Host kickoff events and tell your story
- ☐ **4. Make Giving Easy & Fun** – Offer giving tools, add engaging activities and incentives
- ☐ **5. Engage Through Action** – Include volunteering or impact experiences
- ☐ **6. Celebrate and Report Back** – Share results and say thank you



GET RECOGNIZED AS ONE OF OUR WORKPLACES THAT CARE®



This is the moment to celebrate you — for championing an incredible campaign and to honor the generosity of your company and peers.

- **Top 25** – highest giving total
- **Tremendous 25** – highest per-capita giving total
- **New Business** – new corporate supporter
- **Wow Campaign** – going above and beyond
- **Changemakers** – volunteerism