



# 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.

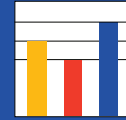
## ✓ **STEP 3: LAUNCH WITH ENERGY**

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](http://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.

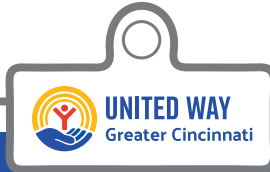
■ Peer recognition matters. Campaigns that highlight employee giving see up to **41% higher participation** the next year.

**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](http://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