



## QUICK GUIDE FOR PLANNING AND CONDUCTING A UNITED WAY CAMPAIGN

### *Easy steps for a simple and effective Workplace Campaign*

***Please contact United Way at 540-825-7615 or [info@piedmontunitedway.org](mailto:info@piedmontunitedway.org) for help in setting up and conducting a workplace campaign***

1. Get approval for a workplace campaign. Ask your CEO/Owner/Manager to provide leadership in your campaign by making a contribution, sending an endorsement letter or email to each employee, speaking at the campaign meeting and sending a thank you to each donor.
2. Offer payroll deduction for employee contributions. It is so easy to give when you can have a small amount taken out of each paycheck...and it will add up to a significant contribution during the year
3. Get supporting materials from the United Way office. The United Way will be happy to provide informative brochures, posters and pledge forms. The United Way can often custom design materials for your company.
4. Reach out to all employees. Make sure everyone is provided with information about United Way and asked to make a contribution. Remember, the decision to give and what to give is VOLUNTARY. Nobody should be coerced into giving.
  - Have a brief meeting about the United Way campaign for all employees. Get a speaker from United Way and/or one of United Way's Partner Agencies. Pass out materials and answer any questions. Emphasize giving through payroll deduction.

Welcome and endorsement	3 minutes	Senior Manager
Introduce United Way Speaker	2 minutes	Campaign Coordinator
United Way (Agency) Testimonial	10 minutes	United Way (Agency) Speaker
Pledges Requested <i>provide pledge forms</i>	2 minutes	Campaign Coordinator
Employees Complete Pledge Forms	3 minutes	
Meeting Concludes <i>attendees turn in pledge forms</i>		

- Conduct one-on-one solicitation. In smaller organizations, or in organizations where you cannot have a group meeting, you can meet with employees individually to explain the United Way campaign and to ask for a donation.
5. Make sure to thank everyone. Recognize contributions and make sure donors know that their contribution is being used to help people right in their community
  6. Report your results to United Way. Provide pledge forms to Payroll for processing

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# Some United Way Campaign Best Practices

## Incentives

A great way to increase campaign participation is to offer incentives. As part of the campaign you can consider a drawing for everyone who turns in a pledge. Here are some ideas that have worked in the past:

- Gift cards or certificates to local restaurants or services
- Gift Baskets using a theme or local products (may be made by fellow employees)
- Lunch with the Boss
- Company promotional products or articles of apparel
- Tickets to performances or sporting events
- A weekend away for two
- An extra day-off-with-pay
- A choice reserved parking space in the company lot

Use your imagination, you will probably be able to come up with lots more.

## Special Events

Some organizations will use special events to build employee enthusiasm and support. Consider these:

- A special campaign kickoff for employees, such as a breakfast or lunch
- An agency fair or carnival with entertainment (and with tables with agency people and information)
- A special Thank-You event such as a breakfast or lunch with the CEO

## Leadership Giving

When asked to make a donation to United Way, many people will want to know how much to give. Consider that a payroll deduction gift is used all year long to support the agencies' programs and services that provide help to thousands of people in our community. A little bit taken out of each paycheck goes a long way.

**The basic request of United Way is for each person to consider one-hour's-pay-per month. This is equal to six-tenths of one percent of annual pay (annual pay times .006).**

For the many people who are capable of giving a larger gift, or who want to make a larger donation, United Way has a Leadership Giving program called the Piedmont Society. Contributors at the leadership giving levels are recognized by the Piedmont United Way in the Annual Report and at the Annual Celebration.

Piedmont Society Leadership Giving		
Bronze Level	-	\$250 - \$499
Silver Level	-	\$500 - \$999
Gold Level	-	\$1,000 - \$2,499
Platinum Level	-	\$2,500 - \$4,999
Diamond Level	-	\$5,000 - \$9,999

**Help is always available from the Piedmont United Way:  
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