

Why Host a Workplace Campaign

Running a corporate giving campaign is a great way to engage your employees and co-workers to make an impact in our community. And by partnering with the United Way of York County, you are ensuring that their contribution not only stays in our community, but also will be put to the best use possible.



United Way of
York County, SC

Everyone benefits from giving.

Beyond the clear benefits of helping those in need and aiding us to develop solutions for long-term change, there are many reasons why a corporate giving campaign is beneficial for your organization.

Corporate Recognition

Your support is acknowledged by United Way of York County providing positive exposure for your organization, which can help your marketing, recruitment and retention efforts.

Invest Locally

The funds we receive are invested locally to create lasting change, the money you and your employees contribute is a direct link to the community, making it a better place to live, work and do business.

Extremely Efficient

Contributions can be deducted directly from employee's payroll.

Focus Your Efforts

Allows employees to give to a single organization that contributes to a variety of causes.

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Here are the facts.

Supporting United Way of York County is easier than you think. Here's why:

- We help manage the entire process, from start to finish.
- Campaigns are tailored to your corporate culture.
- We'll help your employees understand the impact their participation makes and why your company supports the community through United Way of York County.
- We provide all the materials you'll need, including posters, brochures and digital support.
- Your organization and employees will receive recognition of your efforts in our community.



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A recent study found that eight out of ten people prefer to work for a socially responsible company and think it's important that their companies match their charitable giving. *(Source: Cone Research)*

More than 50% of millennials were influenced to accept a job based on that company's involvement with causes. *(Source: 2014 Millennial Impact Study)*

Of the more than \$335 billion in donations made in 2013, 72% came from individual donors – many just like your employees! *(Source: Giving USA)*

Visit www.unitedwayofyc.org today for more information on how to implement a corporate giving campaign at your organization.

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10 Steps to Manage a Campaign.



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1. Schedule a meeting with your United Way representative.
2. Identify a champion within your organization to lead the campaign.
3. Set your dates (Kick-off/ Campaign Close).
4. Set your goal.
5. Start planning FUNdraisers.
6. Educate your employees on giving to the United Way, the impact their gift can have on our community, and their giving options (payroll deduction, online contribution, bill me, check, cash).
7. Have your CEO email all staff encouraging them to join the campaign.
8. Send notice reminding staff of campaign end date/ Encourage last minute support.
9. Campaign close celebration and reporting results to staff.
10. Thank your staff for their support of the campaign.