

PLANNING YOUR EMPLOYEE GIVING CAMPAIGN



Thank you for partnering with United Way! This is a suggested timeline and checklist for Workplace Ambassadors as you plan your employee campaign.

3-4 MONTHS BEFORE CAMPAIGN

- United Way will reach out to check in on your organization. Are there any campaign leadership changes?

2-3 MONTHS BEFORE CAMPAIGN

- Meet with United Way staff to discuss the plan for your campaign.
- Recruit your campaign committee or department representatives.
- Plan your kick-off event, campaign dates, and thank yous for donors.
- Plan activities and incentives.
- Establish your organization's campaign goal.

1 MONTH BEFORE CAMPAIGN

- Schedule a leadership/managers meeting to introduce the campaign.
- Create your communication plan to share with your employees.
- Work with UWYC to gather stories, photos, or videos for your communications.
- Schedule group presentations with a United Way team member.

1-2 WEEKS BEFORE CAMPAIGN

- Confirm your company is listed on the Online Payroll Deduction Form: www.unitedwayofyc.org/pledge/
- Receive your campaign pledge forms or handouts, if needed.

DURING CAMPAIGN

- Promote our Bold Goal and emphasize why giving back to your community is important.
- Share United Way videos and stories as you remind employees to donate.
- Keep the hype going by offering incentives & updating the team on progress towards your goal.
- Take photos at your campaign events and tag UWYC.

AFTER CAMPAIGN

- Confirm payroll deduction sign-ups and totals with United Way.
- Share the results and thank employees for donating.
- Ensure payroll deduction information is sent to your company's payroll staff.

YEARROUND PARTNERSHIPS

- Invite new hires to sign up for payroll donations during employee orientation.
- Stay connected with United Way for service opportunities and updates on how your donations support our community.