STEPS TO SUCCESS

PREP

• Connect with your Engagement Officer.

• Set campaign dates and allow plenty of time for United Way to create your giving portal and for you to create strategic messaging.

• Assemble a campaign team to help distribute campaign messaging.

• Set a campaign goal and theme that your campaign team and employees can rally behind.

• Set key points for distributing company-wide messaging.

EXECUTE

• Use your planned messaging to launch the campaign. Consider getting leadership involved.

• Send messaging throughout the campaign on a company-wide level.

• Run team challenges to encourage participation. Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.

• Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

WRAP UP

• Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.

• Consider sending a thank you note to the entire company and a group of donors.

• Thank your campaign team.

• Celebrate your results!
Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

Clearly state your goals—dollars raised, number of participants, average donation, volunteer hours.

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

Provide impact equations—what does my donation do at various levels?

- $5/week provides a family in the ParentChild+ program one year of crucial early learning and development support.
- $7/week provides meals to 30 children who are struggling with food insecurity after school.
- $10/week provides an emergency grant to community college students so that they can stay in school.
- $24/week keeps a family facing eviction in their home—avoiding homelessness altogether.

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.
BEST PRACTICES

KICKOFF:

• Having leadership and a speaker from United Way helps create excitement and energy for the campaign.

UTILIZE AVAILABLE RESOURCES:

• Rely on your Engagement Officer or Engagement Campaign Coordinator.

• Ask for updates on United Way's programming or for digital posters, a results report that highlights the work that United Way does in the community, or for help with how to send out a campaign kick-off email.

COMMUNICATIONS:

• Consolidate and coordinate outgoing communications to avoid overwhelming employees.

• Promote any corporate match, corporate gifts or other incentives to increase contributions.

INCENTIVES:

• Popular prizes include a day off with pay, rewards, or raffles for unique experiences.

• Consider using their completed pledge as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS:

• Encourage your employer to get your office involved in volunteering, including virtual volunteer projects.

• Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.

GIVING COMMUNITIES:

• When asking for donations, remember that United Way affinity groups are a great way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following Affinity Groups and take part in meaningful, year-round events, volunteer opportunities and engagement.

  » Champions $10,000+

  » Change Makers $1,200+

  » Emerging Leaders 365—$365+ and geared more toward young professionals

RECOGNITION AND THANKS:

• Send thanks to the CEO and an all-staff email out to thank those for participating in the campaign.

• Highlight givers of a certain level on a team call or monthly e-newsletter.

• Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

• Ask your Engagement Officer or Engagement Campaign Coordinator for help with thanking as well.
Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: As a service to donors, we make it possible to specify a non-profit program to receive your donation. However, the direct investment of your dollars designated to United Way of King County goes further to strengthen housing, education, and financial security in King County.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of King County offers a free online giving platform to collect your employee donations. This platform offers the ability to collect payroll deduction information, credit card gifts, "bill me at home" gifts, and checks. For more information about the giving portal, be sure to ask your Engagement Officer or Engagement Campaign Coordinator.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes!

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place from August to December, but they can happen at a time that is best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January–December 31. However, United Way does not set your payroll schedule; it is a company decision.
At United Way, we’re building a community where people have homes, students graduate and families are financially stable.