

# Thank you for hosting an

# EMPLOYEE WORKPLACE CAMPAIGN

Dear \_\_\_\_\_,

You are essential to the success of our Workplace Campaigns. A United Way Workplace Campaign can bring your entire organization together to support our local community. Throughout the Campaign, you have the opportunity to inspire, lead, and manage a very important endeavor. Without you, we could not provide the funds for our the member agencies and various Community Impact projects we support each year.

Together, we will help our community thrive.

On behalf of United Way, our agencies, and Greater Fall River, we thank you for coordinating your workplace's 2019-2020 campaign and joining the fight for the health, education, and financial stability of our community.

LIVE UNITED,

Kim Smith  
Executive Director

James Kay  
Board Chairperson

Frank Sousa  
Campaign Chairperson

## CAMPAIGN COORDINATOR

### KEYS TO SUCCESS

- Work closely with your organization's management
- Coordinate volunteers to help with campaign activities
- Build morale to inspire and engage staff
- Hold a campaign kickoff and recognition event
- Encourage leadership giving
- Be creative with incentives and friendly competition
- Thank your donors and volunteers

## FREQUENTLY ASKED QUESTIONS

### 1. WHY SHOULD I GIVE TO UNITED WAY?

No other organization takes such a broad-based view of the needs of the whole community. Every dollar adds to a greater impact. Collectively, half of United Way fundraising comes from employee contributions.

### 2. HOW DOES MY GIFT IMPACT THE COMMUNITY?

United Way of Greater Fall River supports 27 local agencies forcing on health, education, and financial stability. You create lasting change in your community with your donation.

### 3. WHAT BENEFIT DOES A WORKPLACE CAMPAIGN HAVE FOR MY EMPLOYEES?

Show others that you are a community-minded business and are helping support those in need in Greater Fall River. Employees who give back to their community feel better emotionally, mentally, and physically.

## WHY GIVE?

1. United Way of Greater Fall River has been meeting the critical needs of our community since 1947.
2. Money raised locally stays local.
3. Employee payroll deduction is an easy and painless way for your employees to give back.
4. United Way supports local programs that have a proven record of success in the areas of health, education, and financial stability.
5. The United Way Community Impact Fund is the most efficient way to raise funds to change lives and improve our community by supporting health and human service agencies in Greater Fall River

"The Stop & Shop company and its associates at the Freetown distribution center continue to support United Way agencies and believe in the many support services. Once again, Stop & Shop employees stepped up their giving. The associates speak of children services mostly. There is a special place in their hearts for kids. We are proud of our employee giving."

– Eva Cabral, HR Business Partner  
Stop & Shop

# CAMPAIGN CHECKLIST

Need help with any of these items? Email [LiveUnited@uwgfr.org](mailto:LiveUnited@uwgfr.org).

Plan your Campaign		Target Date
<input type="checkbox"/>	Meet with UW staff or a Loaned Executive to discuss goals, training, and needed materials	
<input type="checkbox"/>	Review the previous campaign's performance and determine opportunities and challenges	
<input type="checkbox"/>	Meet with your CEO or leadership team to get their endorsement and discuss participation, monetary goals, and incentives	
<input type="checkbox"/>	Recruit volunteers to assist in marketing the campaign to other staff	
<input type="checkbox"/>	Reserve rooms and time needed for kickoff event, meetings, and thank you event	
<input type="checkbox"/>	Design a communication plan with leadership and volunteers	
Execute your Campaign		
<input type="checkbox"/>	Hold a kickoff event to promote the campaign	
<input type="checkbox"/>	Use email, social media, posters, etc to promote the event around your organization	
<input type="checkbox"/>	Thank donors via organization intranet, internal publications, email, etc	
<input type="checkbox"/>	Run a leadership giving solicitation for those who have the potential to be a Lantern Society member (\$600+ annually)	
<input type="checkbox"/>	Update "thermometers" regularly to keep your organization apprized of campaign results	
Finalize your Campaign		
<input type="checkbox"/>	Collect pledges, complete the employee campaign report, and submit finalized documents to United Way	
<input type="checkbox"/>	Review campaign results with your volunteers and management	
<input type="checkbox"/>	Announce results to all employees	
<input type="checkbox"/>	Celebrate your results and thank your donors with an email, letter, event, or visit from United Way staff	

# WINNING IDEAS FOR SUCCESSFUL CAMPAIGNS

- **Create specific, achievable challenges.** Asking for \$2 a week sounds easier than a \$100 donation
- **Hold an auction.** Ask employees, customers, and vendors to donate items and invite everyone to bid, with the funds going to the workplace campaign.
- **Create a competition.** Between locations, among floors, within departments, create a contest to see who raises the most money, has the greatest participation rate, or signs up the most volunteers for events.
- **Host a casual day.** With management's permission, let everyone who supports United Way wear casual clothes.
- **Offer rewards for participation.** Prime parking spots, "sleep in late" certificates, parties...all can be good motivators to encourage donation to the campaign.

## DID YOU KNOW?

You can fundraise for United Way with our Peer-to-Peer program. Your friends, family, and social media acquaintances can sponsor your next bowlathon, 5k, or family reunion. Like all funds raised, P2P fundraising stays in Greater Fall River to help fund programs fighting for the health, education, and financial stability of our community. Email [LiveUnited@uwgfr.org](mailto:LiveUnited@uwgfr.org) to learn more.

