

WORKPLACE CAMPAIGN SUCCESS TOOLKIT



EVERYTHING YOU NEED TO RUN A SUCCESSFUL UWCHQ WORKPLACE CAMPAIGN

This toolkit was designed with YOU in mind.

The enclosed resources will help you engage your workplace in meaningful ways. We've included tips, ideas and digital assets to set you up for success so that you can champion United Way and our 38 partner agencies at your workplace.

1) RECRUIT A TEAM TO HELP:

Even in small workplaces, having a team brings diverse ideas and keeps the workload light.

2) SET A GOAL:

Set goals for number of donors, amount raised and attendance at events. This packet includes your workplace's previous year's History of Giving, a great guide for goal-setting.

3) REACH OUT TO US

We are happy to come in person to talk to your staff about the impact their donation has locally in our community. It really makes a big difference and we can do a 10 minute presentation during a normally scheduled staff or department meeting. To schedule a presentation, contact Katie Castro, UWCC Director of Advancement, at KCastro@unitedwaychq.org.

4) SHARE OUR VIDEO

View our impactful 2025 Campaign video via the QR code at right. We find sharing this video with your staff is a quick and easy way to convey to them the impact of United Way in their community and how the convenience of a payroll pledge or one-time donation truly benefits children, families and seniors all throughout Chautauqua County.



5) MAKE IT FUN:

Hold a small drawing or giveaway for everyone who attends, pledges, or increases their giving as part of your workplace campaign. Additional incentive ideas are on the backside of this flier.

**CHECK OUT THE
THE NEXT PAGE
FOR MORE IDEAS
ON WHAT WORKS
WELL WITH OTHER
COMPANIES!**



LAST YEAR ALONE: United Way programs impacted the lives of local individuals **52,213** times.

EVENT & INCENTIVE IDEAS

Consider offering incentives for employees who donate to grow your campaign and further engage your employees.

- **JEANS DAY:** Allow employees to wear jeans during the campaign as an incentive for pledging.
- **RAFFLES FOR GIFT BASKETS OR GIFT CARDS.** Any employee who gives at any level gets one ticket; an increase in giving over the previous year might mean 2 tickets to enter to win!
- **RESERVED PARKING SPOT:** Raffle off a parking spot among those who have given during the campaign.
- **LUNCH WITH THE BOSS:** Offer a special lunch with the CEO or senior management team as an incentive for giving.
- **LEAVE EARLY PASS OR AN EXTRA DAY OF PTO:** Allow employees who contribute to leave an early on a day of their choosing or enter a raffle to win an extra day of PTO.



SETTING A DEADLINE

Set a deadline for all pledge cards to be returned and make sure everyone knows who in your company will be collecting the cards.

- Ask employees to return the card even if they choose not to donate this year – it will help you know if you've missed anyone, rather than assuming someone didn't want to give. Consider following up with those who gave in the prior year but did not give this year – maybe they will share their reason and you can share that feedback with United Way.

- Make note of anyone who retired in the last 12 months and share their name with United Way. If they were a loyal donor, their information may be on file and can be solicited by mail.

WRAP-UP & YEAR-ROUND ENGAGEMENT

Plan to thank your team, celebrate and share your success with your employees, including how much they raised **collectively**. You will also need to return your campaign report form and pledge cards to United Way of Chautauqua County.

Included in your packet is a sheet which will give you ideas on how United Way can engage your employees throughout the year. We've had great feedback about these learning and volunteer experiences from many local businesses.

