

# WORKPLACE CAMPAIGN TIPS



United Way  
of the Eastern Panhandle

**When you partner with United Way of the Eastern Panhandle, you gain access to numerous ways to connect your employees to the communities where they live and work. Running a workplace campaign can bring together employees in all departments and give them an opportunity to donate and volunteer for causes they care about.**

## GETTING STARTED

- Schedule a meeting with your company's CEO to confirm campaign goals and objectives.
- Meet with your United Way representative. Contact Heather Polinik at [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org) to schedule a virtual meeting.
- **Schedule a company-wide campaign kickoff meeting!** United Way speakers are available to join your virtual or in-person kickoff to talk about the impact of gifts made to United Way of the Eastern Panhandle.

## RESOURCES

- The Campaign Toolkit is available online at [uwayep.org/campaign-toolkit](http://uwayep.org/campaign-toolkit). This toolkit includes sample email messages, fundraising ideas, information sheets, pledge forms, and more.
- Your representative can guide you through all the steps of running a workplace campaign as well as help you set a goal, train your team, and more.

## CAMPAIGN MATERIALS

- Distribute brochures and materials, email them to your team, and post them on your intranet.
- See our campaign materials at [uwayep.org/campaign-toolkit](http://uwayep.org/campaign-toolkit).
- If you would like printed campaign materials, including sweepstakes flyers, pledge forms, brochures, and SingleCare cards, please contact Heather Polinik at [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org).

## INCENTIVES

- The Give and Win Sweepstakes program creates excitement and provides an opportunity to thank donors for their support of the campaign.
- Individuals who give an undesignated gift of \$130 are automatically entered to win one of five sponsored prizes; give \$260 and you will be entered twice.
- Individuals who give an undesignated gift of \$52 or more are automatically entered to win one of three prizes.
- Individuals who give an undesignated gift of any amount are automatically entered to win one of four prizes.
- Visit [uwayep.org/sweepstakes](http://uwayep.org/sweepstakes) for a list of prizes and eligibility rules.
- Create your own incentive program. Popular prizes include a day off with pay, raffles for parking spots, and gift baskets.

## EMPLOYEE ENGAGEMENT

- Find opportunities to help employees achieve their fundraising goals.
- Have a raffle or silent auction with prizes like gift cards or lunch with the CEO, coordinate department trivia contests and get-togethers, or host a photo contest. Make it fun!
- Encourage employees to participate in volunteer opportunities. See our volunteering opportunities at [volunteerEP.org](http://volunteerEP.org).

## RECOGNITION & THANKS

- Send thank you emails from your CEO and campaign committee members.
- Highlight givers or departments on a team call or monthly e-newsletter.
- Host a virtual event for donors who gave at a certain level.
- Publicize results and share the impact of gifts via your company newsletter, email, or intranet.

# SOCIAL MEDIA TIPS

Follow us here:



## BEFORE THE CAMPAIGN

- Let the community know you are supporting them by running a United Way campaign. Don't forget to tag United Way of the Eastern Panhandle and use #LiveUnited.
- Encourage your employees to follow United Way of the Eastern Panhandle on social media.

## DURING THE CAMPAIGN

- We will be sharing stories throughout the campaign season. Feel free to check in on our social channels and share our posts!
- Celebrate your successes on your social accounts.
- Follow our partner agencies on social media to learn more about how United Way supports their programs. Find the list here: <https://www.uwayep.org/partner-agencies>

## AFTER THE CAMPAIGN

- Highlight your results on social media. Share this number and be sure to thank everyone who participated.
- If they agree, give a shout out to the individuals that were able to contribute at a leadership level, or that won a prize!