

Workplace Campaign Guide

Step-by-Step

Use the step-by-step guide below to navigate your workplace's campaign.

- Set a **campaign time frame and goal**, compare how much your workplace has raised in previous years
- Host **company-wide kickoff event** or **send email** with company-specific donation link, pledge form, etc.
- Inform employees about **United Way's mission** and how we help our community
- **Be clear** about campaign timeline and **consider an incentive** to encourage employee participation
- **Send weekly reminders and updates** throughout the campaign time frame
- Wrap up the campaign by adding up all donations and **thanking all employees for their contributions**

Campaign Event Ideas

Special events can be used to raise awareness of the campaign and help raise funds.

- Bake Sale
- Ice Cream Social
- Lunch & Learn
- Chili Cook-Off
- Jeans Day
- Office Olympics
- 50/50 Raffle
- Spare Change Week
- Dunk/Pie your boss
- Car Wash
- Play with Pups
- Department Challenges

Incentives

- Personal day off
- Sleep-in Pass
- Long Lunch Pass
- Early-Out Pass
- Premier Parking
- Cafeteria Credit
- Company Gear
- Gift Card
- TV/iPad
- Lunch brought in
- Jeans Day Pass
- Sports Tickets
- Chair Massages
- Donor Wall
- Personalized gifts
- Social Media Shoutout
- Company-sponsored happy hour

United Way fights for the health, education, and financial stability of every person in every community. We have one life. To live better, we must **LIVE UNITED.**

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UNITED WAY
Defiance County