



# 2022 COMPANY CAMPAIGN PLANNING

## LIVE UNITED

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### Start with a company goal:

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#### KICK OFF WEEK

Target date: \_\_\_\_\_

- Host a company-wide campaign kickoff event or special communication. Consider using our virtual portal.
- Present information about United Way of Defiance County to all employees through a presentation, staff meeting, or our virtual portal.
- Distribute pledge forms via email to all employees. Pledge forms can be completed via our online portal. Be clear about the deadline and consider an incentive to turning it in on time or early.
- Follow-up via e-mail to share information on how to text a pledge: “unitedwaydc” to 26989.
- Be available to your coworkers to answer questions.

- Continue to build awareness using resources on our campaign tool kit on our website: [www.unitedwaydefiance.org](http://www.unitedwaydefiance.org). Hang posters, send e-mails or host a game.
- Send us photos and videos of your company campaign, so we can share on social media or our annual report.
- Thank your CEO/Owner(s) for their support.
- Thank every employee for participating.

#### CAMPAIGN WRAP UP

Target Date: \_\_\_\_\_

- You will have access to all pledge forms.
- Announce results.
- Thank every employee for their contribution again. (Ex: verbal recognition, email, handwritten note.)
- Congratulate yourself on a job well done.

**This year,**  
partner with UWDC to  
continue to make an  
impact in Defiance  
County.

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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.

608 Clinton St., Defiance, OH 43512 | 419.782.3510 | [www.unitedwaydefiance.org](http://www.unitedwaydefiance.org)



United Way  
of Defiance County