

WE'VE SEEN THESE WORK!

Try these successful techniques for a successful workplace campaign.



United Way of York County

KICK OFF WITH A BANG!

- ✓ Make it FUN. Motivate and engage your employees with incentives and activities that celebrate the lives you will change together!
- ✓ Have the CEO or other Executive Leadership send an endorsement letter or email to kick off the workplace campaign showing their support!

GET HIGH-LEVEL BUY IN

- ✓ Matching gifts can increase your overall campaign! With Leadership support, offer a company match to your employees during your campaign. Ask your CEO to offer a \$1 for \$1 or percentage match to total employee giving, or a match if you reach your campaign goal.
- ✓ Work with HR or to identify potential new Leadership Givers (\$1,000+/year) which will help boost your campaign.
- ✓ UWYC will provide personalized packets for current and prospective Leadership Givers.

MAKE IT A GROUP EFFORT

- ✓ Create a United Way committee where other employees can help you spread the word and encourage giving within their departments or separate buildings.
- ✓ Share the importance of a philanthropic work culture and invite new hires to give.
- ✓ Reach out to your recent retirees - especially those who gave in the past, and send them the easy giving link (they can credit your company name on their pledge)

HELP ADVOCATE

- ✓ Spread the word that your company supports UWYC! Consider asking customers, board members or contractors to support our community in partnership with your company.
- ✓ We'd love to see your support! Tag us on a company social media post with a group photo or selfies of your employees engaged in campaign activities.
- ✓ Plan a donation drive to support a United Way of York County Partner Agency.

SAY THANK YOU, OFTEN!

- ✓ Thank all employees who gave by posting internal messages and/or personalized notes.
- ✓ Thank donors who stepped up in the community, increased their gifts, or gave for the first time. This will ensure employees have a positive giving experience!
- ✓ Thank your CEO for their support and any Emerging Leaders, Women United members, and Leadership Givers who helped you during the campaign! Thank anyone who shared their personal stories during employee campaign meetings.