

## WE'VE SEEN THESE WORK!

Try these successful techniques for your workplace campaign.



### **KICK OFF WITH A BANG!**

- ✓ Make it a friendly competition between departments or company buildings, to see who can raise the most in dollars or give the most during a donation drive. ([See our incentive list for more ideas](#))
- ✓ Have the CEO or other Executive Leadership send an endorsement letter or email to kick off the workplace campaign showing their support! ([See a sample CEO Endorsement Letter](#))

### **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. Have the CEO decide if your business will offer a \$1 for \$1 or \$0.25 match to all employees who give, or a company match if you reach your campaign goal.
- ✓ Work with HR or Executive Level staff to identify potential new Leadership Givers, which will help boost your campaign! [Learn more about Leadership Giving and our Giving Societies here.](#)
- ✓ UWYC will mail personalized packets for current Leadership Givers, so long as we have their current address (otherwise we will mail directly to your company).

### **MAKE IT A GROUP EFFORT!**

- ✓ Create a United Way steering 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 engage your [New Hires with our Flyer!](#)
- ✓ To help achieve your goal, actively reach out to your retirees, and send them the easy giving link (be sure they list your company name on their pledge)

### **HELP ADVOCATE!**

- ✓ Spread the word that your company supports UWYC! Consider asking customers, board members or contractors to participate. ([See a sample Vendor Letter](#))
- ✓ We'd love to see your support! Tag us on a company social media post with a group photo or selfies of your employees wearing their UWYC T-shirts!
- ✓ Plan a donation drive to support a United Way of York County Partner Agency or [check out our remote Volunteer Opportunities.](#)

### **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. ([Use our sample Campaign Thank-You Letter](#))