

Workplace Campaign Planning Guide:

Follow these easy steps for a successful workplace campaign!

1 Make a plan:

Let us help, or make your own, and share with United Way of York County (UWYC) Staff.

- **NAME CHAMPIONS:** One person can do it, but a team is better! United is the Way!
- **DETERMINE A TIMEFRAME:** Align with an existing staff meeting or event. A two-week window with a pre-set “United Way Day” has been most successful.
- **CHOOSE HOW TO GIVE:** Paper, digital, or both... let us know what works best for your team! (Please allow a three-week notice for digital giving setup.)
- **GATHER MATERIALS:** Download from [Campaign HQ](#) on our website and/ or [order for delivery](#).
- **GET MOTIVATED:** Plan goals, special events, and fun incentives. Invite UWYC staff and/ or company leadership to speak at meetings (in-person or virtual).
- **CONFIRM PLANS WITH UWYC:** We’re here to make it easy. Reach out for support!

2 Promote in Advance:

Start communicating before kickoff to build excitement!

- Notify **ALL** employees and retirees to save the date for campaign kick-off and meetings!
- Confirm support from department supervisors and encourage meeting participation.
- Display campaign posters, yard signs, and prize posters.

3 Kick Off Your Active Campaign!

- Distribute paper forms, schedule emails, or use our automated option.
- Use our templates for kickoff, mid-campaign, and last chance outreach.
- Remind often with motivational graphics, flyers, and videos from Campaign HQ.
- Motivate with special events/activities; communicate incentives and deadlines.

4 Finalize and Show Appreciation:

- Follow up on outstanding pledges, especially those who gave last year.
- Total your pledges, complete the report form, and send results to UWYC or request pickup.
- Announce results to your team and show appreciation with a message from leadership.
- Celebrate making a local impact as a team!