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Company Benefits

Why Should Your Company give to United Way?

Your company will be recognized as an important community partner and will have a strong philanthropic message to promote with goals, actions, and results. Your employees will be provided with appropriate and aligned opportunities for giving and engagement year-round that supports your corporate goals and their individual interests. Your company's impact on the community will increase exponentially and you will have a clear report to measure your contributions. Your company will have a deeper understanding of community issues and the work of United Way.

How is United Way different?

United Way is a trusted brand with over 65 years of philanthropic leadership within our communities. The money is raised by community volunteers and allocations are decided by volunteers. No matter the crisis, we have always remained steadfast to our commitment to Live United and take care of our communities. We are uniquely positioned to connect and support the people, non-profits, businesses and government agencies working hard to address need in our region.

Engagement

United Way aims to be more than a transactional relationship. We want to provide year-round engagement opportunities for your company and employees. From leadership groups that provide educational and networking opportunities to volunteer experiences that provide team-building experiences.

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Company Campaign Incentives

Sometimes, generosity needs a kick start. In addition to United Way's campaign incentives, offering company-specific incentives is a great way to increase enthusiasm and participation, encourage prompt pledging and increase average gifts. Be sure to tailor our message to fit your company culture. All gifts, at any level, are important and help make a huge impact in our community.

Here are some examples of different goals and ways to provide incentives to help meet your company goal, regardless of size:

Goal Examples:

- Reach your company identified participation goal
- Company meets campaign goal
- Employees increasing gift to next giving level
- Obtain certain number of new donors that give \$5/pay period
- Join Leadership Circle/Aspiring Leaders/Any Affinity Group

Incentives:

- Extra vacation days
- Special parking spot
- Casual week
- Jeans passes
- Companywide celebration
- Breakfast with the CEO
- Team outing: bowling/baseball game/movie night
- Food truck Friday
- Pizza party in the breakroom or front lawn
- United Way/Company swag
- Gift cards
- Movie tickets



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Special Events Ideas

Special Events are opportunities to increase awareness about your company campaign, while raising additional funds on top of pledges and helping to strengthen your company culture. Be creative and make sure the event is placed strategically within the campaign to build momentum. Make it easy for employees at every level to participate, and you will be sure to succeed!

Here are some fun ideas to get you started:

Ideas to include Executives:

- Dunking booths
- Kiss a pig
- Pie in the face
- Public shaving/No shave November

Auction/Raffles

Live or Virtual auction
Employee only raffles
50/50 raffles

Food Fundraisers

Pancake Breakfast
Chili cookoff

Virtual Special Events

Zoom Bingo
Zoom Trivia
Virtual 5K
Online Learning workshops

Competitions/Contests

Hold competitions where the winning team receives raffle tickets for a larger drawing or prize:

Scavenger hunts
Guess the baby photo
Darts
Basketball game
Employee Olympics
Department "Family Fued"
Penny Wars
Kickball Tournament
Pledge card competition between departments - 1st in wins
Pumpkin carving



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Kickoff Agenda

Use this template to build your Kickoff Agenda. Modify for your needs.

- Welcome, Why We're Here Today, & Share UW Video
- Importance of- Company Leadership giving
- Agency Speaker
- Thank You- United Way Account Manager
- Incentives/Special Events
- Call to Pledge before leaving (Pledge forms or email distributed with date to return specified)
- Thank You everyone for participating!!

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Campaign Kickoff Checklist

Use the checklist below to help plan your kickoff.

Date: _____

Time: _____

In-Person or Virtual? _____

Location: _____

Food always brings a crowd! Think about any refreshments you want to provide.

Have you requested a speaker? Click here for our speaker request form. Speakers are a great way to educate your employees about what their dollars do. (We have virtual options as well.)

Materials:

Your staff can bring you any of the listed materials. Let us know what you need and what quantity.

- Brochures- contact you staff liason or use our eBrochure.
- What your Dollars Do- print or email this infographic flyer to educate your employees on their impact.
- Posters- contact your staff liason or print posters here.
- Pledge forms- contact your staff liason or use our form-fillable pdf.
- Leadership Pledge Forms- contact your staff liason or use our form-fillable pdf.
- Yard Signs, T-Shirts, & Promotional Items- contact your staff liason.

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