



TIPS FOR A SUCCESSFUL CAMPAIGN

LIVE UNITED

United Way of Northern New Jersey is excited to work with you to create a meaningful experience for your entire organization. We offer opportunities to GIVE to improve communities, along with ways to fully engage beyond a financial gift – matching personal and professional interests and putting philanthropy into action.

Consider these options to enhance your United Way of Northern New Jersey experience and give employees opportunities to get involved all year round. Your United Way representative can help you every step of the way.

WAYS TO ENGAGE

ASK ABOUT ALICE®

Have you met ALICE? United Way of Northern New Jersey is improving conditions for those in our community who are working and fall above the poverty level but are unable to afford life's basic necessities – a resounding 28 percent of New Jersey households. These nearly 890,000 households are **ALICE: Asset Limited, Income Constrained, Employed**, and you can help give them a fighting chance.

GOT CAREGIVERS?

Again, chances are yes. There are more than one million people in New Jersey who are caring for a loved one with a lasting physical, developmental, or psychiatric disability. They face overwhelming challenges to provide the care needed for their loved one to survive – often straining their own emotional, financial, and physical health. United Way of Northern New Jersey is working with companies to help develop caregiver-friendly workplaces and connect caregivers to resources and services to assist them in their journey. Learn more at UnitedWayNNJ.org/CaregiversCoalition



Continued ...

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.®



United Way
of Northern New Jersey

WAYS TO ENGAGE

CUSTOMIZE WORKPLACE GIVING

Running a United Way campaign gives employees an easy way to donate and make a positive impact in their community – as well as helping build morale throughout your organization. We can work with you to tailor a campaign to your organization and can set up online giving through Truist.

ENCOURAGE LEADERSHIP GIVING

Donors who give \$1,000 or more join the United Way *Leadership Circle*, a distinguished philanthropic community committed to creating a better way of life. Those giving at \$10,000 and above make up our *Tocqueville Society*. Leaders in your organization can share their influence to make a significant investment that strengthens the community and connects them to others who are eager to advance the common good.

JOIN A GROUP

Employees can interact with colleagues and peers who share similar interests by getting involved in one of our existing affinity groups, such as United Way *Commercial Real Estate Network* or our United Way *Women United*®, or helping us launch a new one to engage groups like young leaders. We also can enrich the experience of your employee resource groups – by providing an inspirational speaker for a future meeting, or connecting them to community resources to better assist their members, for example.

RECRUIT COLLEGE STUDENTS

College students can join or start a *Student United Way* chapter and volunteer with United Way *Alternative Spring Break*.

FIND A VOLUNTEER PROJECT

United Way coordinates volunteer projects throughout the year, giving employees opportunities to work directly in the community. These projects support our education, income, and health initiatives and include volunteering to prepare income taxes, reading in preschools, and hosting a school supply drive. Visit [UnitedWayNNJ.org/BecomeAVolunteer](https://www.unitedwaynnj.org/BecomeAVolunteer) to find a project for your employees/organization.

FULLY ENGAGE WITH UNITED WAY

Visit [UnitedWayNNJ.org](https://www.unitedwaynnj.org) for more information. Contact your United Way representative or **Theresa Leamy** at Theresa.Leamy@UnitedWayNNJ.org or call 973.993.1160, x105 to find out how.

