



WELCOME TO YOUR WORKPLACE CAMPAIGN

LIVE UNITED

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Thank you! By volunteering as a campaign coordinator in your organization, you are enabling United Way to advance the common good in our community. Your role is invaluable, and we appreciate your commitment to motivate your colleagues and create the best campaign possible.

A workplace campaign is a fun way to promote teamwork while supporting the community. More than 300 businesses in our region – ranging from corporations, schools, hospitals, and nonprofit agencies to professional and entrepreneurial firms – are committed to the cause and run a campaign each year. Regardless of the size of your organization, we can tailor a campaign just for you. Your contribution – no matter how big or small – makes a difference right here in our area.

We want to give you all the tools you need to launch a successful campaign. The materials will give you background on our impact, steps to carry out the campaign, and sample correspondence and promotional materials.

BENEFITS TO YOU

Running a United Way employee giving campaign within your organization creates terrific opportunities to build morale. It gives your organization a common purpose and the opportunity to demonstrate your commitment to improving people's lives. The experience benefits your company and employees through:

- Networking opportunities
- Learning new teamwork and morale-building activities
- Developing relationships with key community leaders and officials
- Improving public opinion about your company

BENEFITS TO YOUR COMMUNITY

Essential health and human service programs, community initiatives, and individuals depend on support from United Way. We could not create lasting change in our communities without workplace partners like you.

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

GIVING MADE EASY

You can plan the campaign however it best fits for your organization. But remember, we are here to help and our staff can handle parts of the campaign for you.

Your organization can be involved with United Way all year round. To kick off awareness, you can host a launch meeting led by senior management and featuring a United Way associate. This can be at an existing staff meeting or at a special gathering where employees can have questions answered and receive educational materials about how United Way influences the community.

We also offer an online campaign tailored to your employees that can help minimize any costs associated with conducting a campaign. Truist, our online pledge capture tool, provides 100% efficiency and confidentiality.

BEST PRACTICES

What we've found to work in other workplace campaigns includes:

- Getting top executive support and involvement
- Training an internal leadership team
- Holding group meetings with employees
- Setting goals and objectives for your campaign
- Implementing a leadership giving program
- Thanking and recognizing employees

And to run a successful campaign, remember....**ACT!**

A – ASK. Ask every employee to contribute. Also make sure all employees are well informed and answer any questions they may have.

C – COLLECT. For online giving, be sure to explain Truist instructions and remind people of the login details and deadline. For paper pledges, collect the form from each employee.

T – THANK. Thank each employee for his or her support. Employee donations should remain confidential. There will be employees who choose not to give. Answer any questions employees may have and thank them for their time and consideration. **THANK EVERYONE!**

By partnering with United Way, you are giving employees the chance to create lasting change. We invite you to get started. And we **thank you** for your support.

As always, please contact your United Way representative or **Theresa Leamy** at **973.993.1160, x105** or **Theresa.Leamy@UnitedWayNNJ.org** for additional guidance and resources.

