



Griffin-Spalding County  
United Way

# CAMPAIGN



## What is a Workplace Campaign?

The workplace campaign is crucial to supporting United Way.

During your company's campaign, employees make their annual pledge and participate in events to raise funds that support our work in the community. Workplace campaigns are about more than raising money for a worthy cause; it's also fun, it builds employee morale and it's a great way to strengthen employee relationships.

If your company already runs a United Way campaign thank you!

Running a campaign means that you are playing a critical role in building the communities around us. Every workplace is different, so every workplace campaign is also different! We can help you every step of the way on finding the materials, volunteer opportunities, and messaging that fits for your campaign.

The next couple pages will set the structure of a basic Workplace Campaign.



# Steps to Run a Workplace Campaign

## 1. Recruit A Team

Why work alone when we can LIVE UNITED?

Build a Team to get ideas and have fun!

Building a team from all levels of your company or organization provides opportunity for greater creativity, minimizes the workload on one individual and adds even more fun to the mix.



Teams allow divided responsibilities into defined roles including: marketing and events, communication, finance, human resources, department liaisons, etc. Seek the wisdom of experienced campaign volunteers and mix in new staff for fresh perspective.



## 2. Set A Goal

Look at the past years as a guide and find where a challenging but realistic push can be put. Before you set a goal for your United Way Campaign, research the past trends of your workplace (possibly donation levels, number of staff, and overall employee participation). We ask that you give us a goal number to help keep us informed, this number should be reviewed with your CEO, or upper management.

What to measure:

- Total dollars raised
- Increase levels of participation
- 100% contact or return rate for donation forms
- Increase average gift

## 3. Determine Your Timeline

United Way Campaigns come in all different sizes from two weeks, to two months! Keeping your campaign engaging, active, and thorough will ensure everyone has time to give and makes sure you are fully prepared. August through September is the usual giving time frame for our United Way.



## 4. Plan Campaign Activates

Once you determine what timeline works best for your organization, consider the following events to engage your workplace.

- Campaign Kickoff- Launching a campaign with an engaging event is a great opportunity to provide employees with information about United Way and how their investments will be used in the community.
- Special Events – Get creative! From bake sales to silent auctions and management competitions, this is a great way to engage the workplace.
- Volunteer Activities – Research shows that people who volunteer are almost twice as likely to invest in community programs. United Way can connect your workplace with a variety of volunteer opportunities, from home improvement projects to serving meals.
- Campaign Finale - Celebrate and wrap up your workplace campaign with an event to thank employees for their generosity.



Create something that works for your workspace!



## 5. Thank Everyone

One of the most important parts of a campaign is saying “thank you”.

Communicate final results as they become available and be sure that everyone who made your efforts successful receives proper recognition.



*Thanks!*

How can everyone feel thanked?

## 5. Report Results

Final campaign results should be submitted within two weeks of the campaign end date so that we can process donations and thank donors in a timely manner. This includes summarizing employee gifts on the campaign report envelope.



# LIVE UNITED



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@gscunitedway

Vice President, Resource Development

Brandi Rozier

478.621.7804

[BRozier@UnitedWayCG.com](mailto:BRozier@UnitedWayCG.com)

