

# How can your staff invest in our community?

## Individual Contribution

United Way makes it easy for you to donate through payroll deduction. However, there are many ways to invest in your community. For example donors can give monthly or one-time through credit card or electronic bank transfer (ACH).

## Band together to create change

Join a network of community leaders advancing the common good through one of the following groups:

- Club 52 (\$52-\$499)
- Leadership Circle (\$500-\$999)
- Benefactor (\$1,000-\$2,499)
- Patron's Circle (\$2,500-\$4,999)

## Create lasting change

Stay involved in the community after you enter retirement by updating your information with United Way. By continuing your contribution after you retire, you will continue to impact the community for generations to come.

## Volunteer

The community can always use your help! Volunteer your time today and visit [www.uwccmc.org/volunteer](http://www.uwccmc.org/volunteer).

# CAMPAIGN CHECKLIST

## PLAN

- ☐ Obtain and order campaign materials (virtual options available).
- ☐ Establish workplace campaign goals related to a dollar amount and participation percentage.
- ☐ Recruit and train your committee: establish a timeline and goal.

## GEAR UP

- ☐ Send a letter from management to employees.
- ☐ Review campaign supplies and prepare materials for distribution.
- ☐ Schedule and plan a Campaign Kick-off Event. Visit [www.uwccmc.org/campaign-tool-kit](http://www.uwccmc.org/campaign-tool-kit) for ideas and materials.
- ☐ Contact United Way to request program speakers and/or virtual presentations.

## CONDUCT

- ☐ Build enthusiasm for the campaign through emails or video calls.
- ☐ Send personal communications to all employees.
- ☐ Hold educational, socially distanced, meetings and fundraising events with staff.
- ☐ Send follow-up emails every few days to maintain enthusiasm.
- ☐ Hold giveaways and drawings for those who have returned forms.
- ☐ Follow-up with past contributors who have not yet responded.

## CLOSE

- ☐ Send a reminder email to submit outstanding pledge forms.
- ☐ Collect forms. Make copies for your payroll/HR department.
- ☐ Announce your campaign results to co-workers. Thank all donors and the campaign committee.
- ☐ Discuss implementation plan for the company's new hires.
- ☐ Choose Employee Campaign Chair (ECC) for next year.