

Workplace Campaign Leader Training 2022



Thank you for serving as Campaign Leader for your workplace!

Your role is very important to us.

We rely on dedicated people like yourself to help **raise awareness** about the important work that United Way does and **encourage employee engagement**. When we reach out to a hand to one, we influence the condition of all.

That's what it means to LIVE UNITED!



Steps to Success





•Be Prepared!

•Learn about the work that we do. Work with your campaign teams. Set a goal. Make a plan. Spread the word about our efforts. Utilize emails, the Intranet, TVs, etc.

sheets. Ask for that \$1 more.

•Send an email or handwritten note.

United Way of Orange County



Tips for a Successful Campaign

- Senior leader support this type of advocacy is HUGE!
- Set a goal (can be based on dollar amount, percentage increase, etc.) and make sure corporate campaign has a start and an end date (does NOT have to be same as United Way of Orange County)
- Utilize United Way Ambassadors, especially if large employer (get leaders from each area, department, ERGs, etc. to help with campaign)
- Stress payroll deduction (especially if the business does any sort of match; it increases money like an individual's 401K)
- o Ask ALL employees to turn in a pledge sheet even if it's zero
- Address issues throughout campaign (talk with donors to address concerns, meet one on one, don't be defensive)
- Don't forget employee turnover (meet with new hires to discuss United Way; ask permission to provide retired or terminated employees' information to UWOC for continued support)
- Stay informed (email newsletter, social media lots of Facebook posts from us during campaign season)



What has been successful for your past campaigns?



United Way of Orange County

Campaign **Toolkit** (available on our website)

Campaign Video (coming soon)

Partner Agency Videos

Campaign Power Point

Campaign Poster

Campaign Brochure

Pledge Sheets

Campaign Coordinator Resource Guide

Perspective: Can you give \$500? *Probably not.* Can you give \$20 per paycheck? Probably so – that could translate to \$520 per year! If every employee at <insert company name> gave <insert amount> per paycheck, that would be <insert amount>

That's the Power of Collective Impact!

Support from United Way of Orange County

- Impact Stories from our Partner Agencies – read how clients were impacted
- Presentations from us and/or our Partner Agencies – offered in person AND virtually
- Videos from our Partner Agencies online soon for your convenience
- Campaign Shoutout's we'd love to highlight your efforts
- Big Fake Check another great PR opportunity for your company
- Marketing material paper and online

What we need from you...

- Reporting (please turn in reports so that we can properly credit and acknowledge)
- Donor Testimonials (to share on our website and social media feeds)





We are STRONGER when we work TOGETHER!

#uwoctx #LIVEUNITED







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