

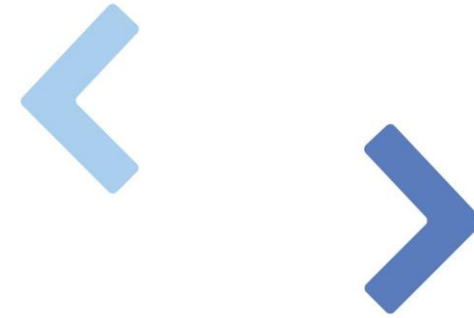


UNITED IS THE WAY™

CAMPAIGN LEADER PRESENTATION 2025



Steps to Success



1



2



3



4

Be

- Be Prepared!
- Learn about the work that we do. Work with your campaign teams. Set a goal. Make a plan.

Build

- Build Enthusiasm!
- Hang posters around the office. Spread the word about our efforts. Utilize emails, the Intranet, TVs, etc.

Make

- Make the Ask!
- Distribute brochures and pledge sheets. Ask for that \$1 more.

Thank

- Say Thank You!
- Send an email or handwritten note.

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)
- 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)





Challenges with Campaigns

- Why go through United Way – why not straight to the agencies? (from the agency side)
- How come United Way Worldwide leader makes so much money? (distinguish local)
- Other (open discussion)

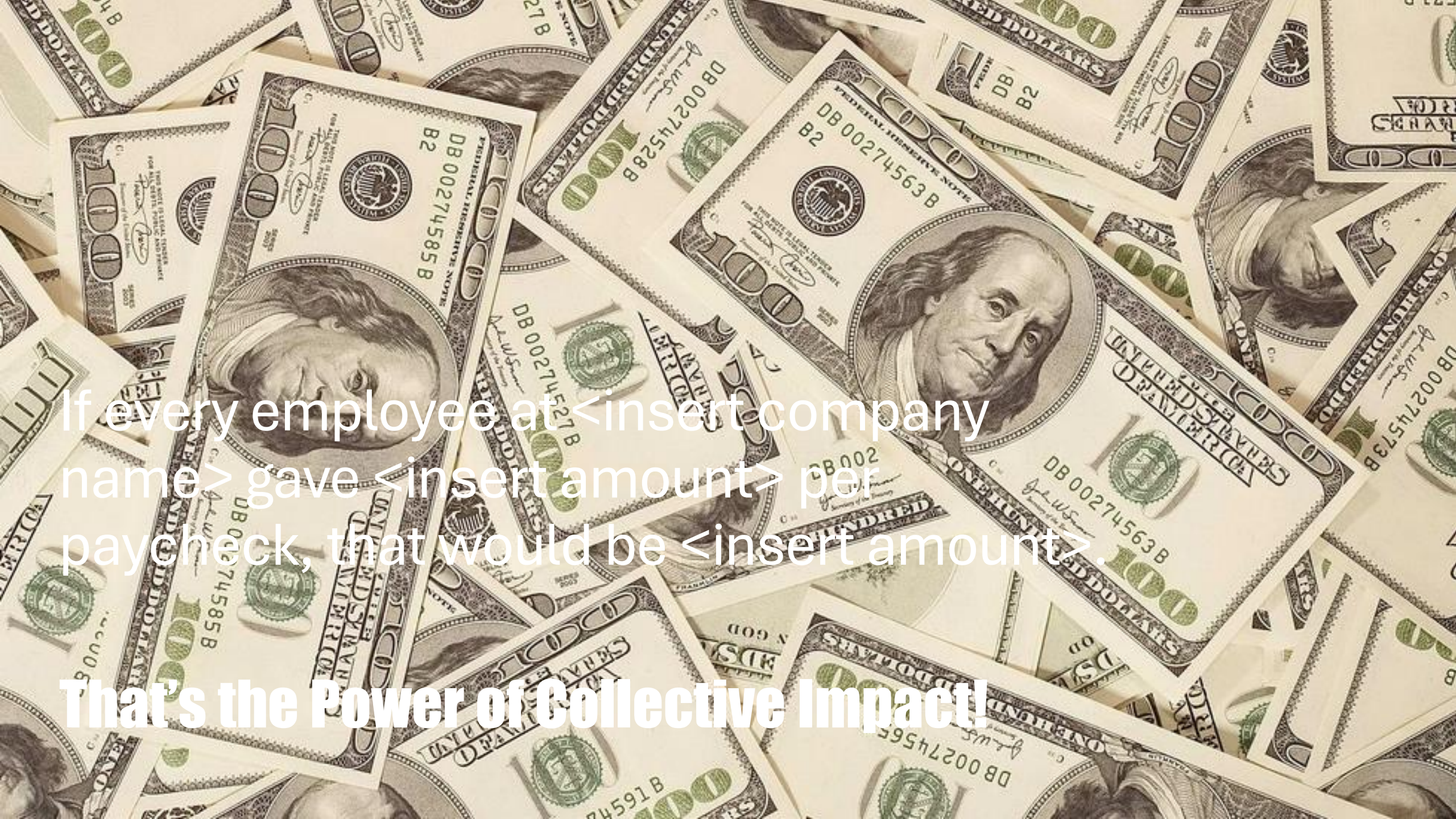
Perspective:

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!



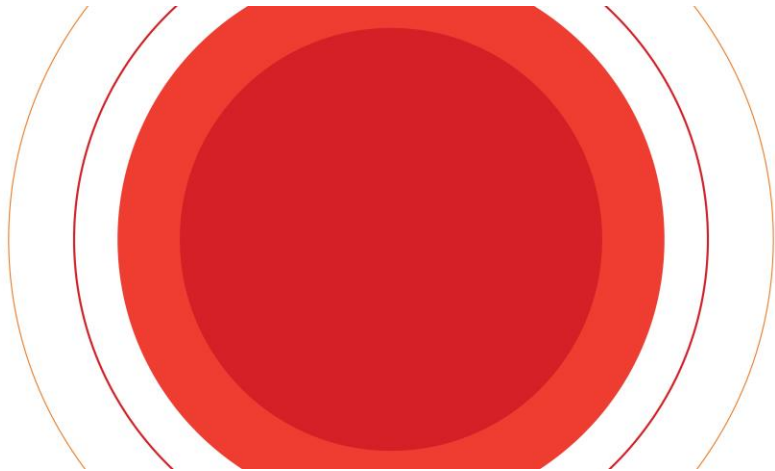
BREAKOUT SESSION™

What has been
successful for
your past
campaigns?



Campaign Toolkit

(available **soon**
on our website)



Campaign Video

Campaign Brochure

Campaign Poster

Campaign Presentation

Campaign Leader Presentation

Pledge Sheets

Campaign Coordinator Resource Guide



Support from United Way of Orange County

- Campaign Shoutout's - we'd love to highlight your efforts
- Impact Stories from our Partner Agencies – read how clients were impacted
- Presentations from us and/or our Partner Agencies – offered in person AND virtually
- Visits to our Partner Agencies – we can help coordinate these
- Videos from our Partner Agencies – online soon for your convenience
- Big Fake Check – another great PR opportunity for your company
- Human Slot Machine – borrow our game to make it fun
- Marketing material – paper and online

What we need from you...

- Reporting (please turn in Corporate Pledge Sheet and Campaign Completion Report) so that we can properly credit and acknowledge)
- Donor Testimonials (to share on our website and social media feeds)





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.