



LEAD THE WAY

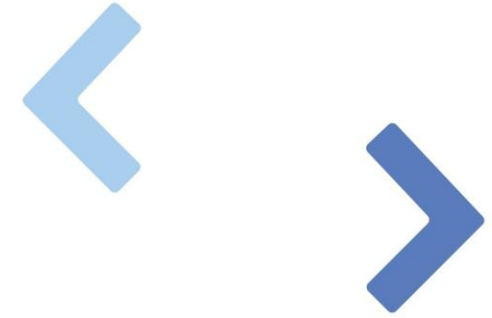
WORKPLACE CAMPAIGN LEADER
WORKSHOP 2026

*You bring the campaign to life
inside your workplace!*

TM



4 STEPS TO A STRONG CAMPAIGN



1



2



3



4

PLAN

Set a goal, choose dates, build your team, and know your audience.

PROMOTE

Create visibility and enthusiasm through email, posters, meetings, TVs, intranet, etc.

ASK

Give every employee a clear opportunity to participate and explain the impact of their gift.

THANK & REPORT

Thank employees, celebrate results, and turn in your campaign information.

PLAN YOUR CAMPAIGN

GET LEADERSHIP ON BOARD

Senior leader support makes a big difference.

SET A GOAL

Choose a dollar goal, participation goal, or percentage increase.

SET YOUR DATES

Give the campaign a clear start and end date that works for your workplace.

BUILD YOUR TEAM

Recruit campaign ambassadors from departments, locations, or employee groups to help spread the word.



BUILD ENTHUSIASM



MAKE IT VISIBLE

Use posters, email, TVs, intranet, breakrooms, and team meetings.

TELL THE STORY

Share local impact, photos, short videos, and examples of what gifts make possible.

MAKE IT PERSONAL

Ask leaders and employees to share why they support United Way of Orange County.

MAKE IT FUN

Use friendly competitions, games, themed days, raffles, or incentives that fit your workplace.

MAKE THE ASK

Keep it personal.

Keep it simple.

Make it easy to say yes.



SAY IT THIS WAY

“Here’s what United Way of Orange County is doing locally.”

Lead with impact.

“Here are a few easy ways you can participate.”

Make the process simple.

“Every gift matters, and participation is always your choice.”

Keep the tone respectful and low-pressure.

AVOID:

Long explanations, pressure, jargon, or getting defensive when someone has questions.

COMMON QUESTIONS YOU MAY HEAR

Why give through United Way of Orange County instead of directly to an agency?

What's the difference between United Way Worldwide and United Way of Orange County?

What other questions or concerns have you heard from employees?

THE POWER OF COLLECTIVE IMPACT

\$20 per paycheck = **\$520** per year

Now multiply that by your workplace.

*If ___ employees gave \$20 per paycheck,
together that would be \$_____.*

\$20 → **\$520** → **BIGGER TOGETHER**





WHAT'S WORKED FOR YOU?

BREAKOUT SESSION

What got employees engaged?

What made giving easier?

What would you do differently this year?



CAMPAIGN TOOLKIT

SHARE THE STORY

- Campaign Video
- Campaign Presentation
- Impact Stories

PROMOTE THE CAMPAIGN

- Posters
- Brochures
- Digital/Social Graphics

MAKE GIVING EASY

- Pledge Sheets
- Payroll Deduction Information

LEAD THE CAMPAIGN

- Campaign Leader Presentation
- Campaign Leader Resource Guide

WE'RE HERE TO HELP



WE HELP YOU TELL THE STORY

**Presentations, impact
stories, videos,
partner agency
speakers**

WE HELP YOU ENGAGE EMPLOYEES

**Agency visits,
campaign activities,
games, ideas, special
materials**

WE HELP YOU CELEBRATE

**Campaign shoutouts,
recognition, photos,
and PR opportunities**

WHAT WE NEED FROM YOU...

REPORT YOUR RESULTS

Turn in the Corporate Pledge Sheet and Campaign Completion Report so we can properly credit your workplace and acknowledge your campaign.



SHARE YOUR STORY

Send photos, success stories, and donor testimonials we can highlight in future campaign materials and social media.



THANK YOU FOR LEADING THE WAY!

Your leadership helps connect employees
with meaning ways to strength Orange County.

