

UNITED IS THE WAY™

EMPLOYEE CAMPAIGN LEADERS

Guide to Your Workplace
Campaign



UNITED WAY
Northwest Indiana





RUNNING A WORKPLACE CAMPAIGN

WHO

Employee Campaign Leader (you) and your team members lead your organization's United Way campaign, and join hundreds of local companies in supporting our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns are usually 1-2 weeks long and can be virtual, in-person, or both. Employees can easily donate to United Way or their favorite nonprofits and participate in engaging activities.

WHERE

Your United Way campaign takes place at your workplace. Whether that's remote or in-person, your campaign can bring people together to raise money for your community. Your donations stay local.

WHEN

United Way partners with organizations year-round to engage their employees in supporting the local community. Most workplaces run their campaigns between August and December while United Way has additional staff support, marketing efforts throughout the community, and a chance to win awesome prizes.

WHY

In running a United Way campaign, you and your team members are helping those who need it most. When you run a campaign, your employees' donations are combined with thousands of others to directly support the work of crucial nonprofits in our community.

HOW

United Way staff can help you get started when the timing is right for you! We have lots of resources available to make it easy!



@unitedwaynwi
#unitedwaynwi
unitedwaynwi.org



WHAT DOES UNITED WAY DO?

United Way brings together individuals, nonprofits, and businesses to create big and lasting impact through four main initiatives:



Financial Stability

Helping people achieve economic security through workforce training, financial coaching, affordable housing, and emergency assistance.



Youth Opportunities

Supporting kids from early learning through graduation so they're prepared for future success.



Healthy Communities

Improving access to healthcare, mental health services, food security, and safe neighborhoods.



Resilient Communities

Building stronger, more connected communities that can adapt and thrive during challenges.

For more information on our initiatives, visit unitedwaynwi.org.



WORKPLACE CAMPAIGN CHECKLISTS

<input checked="" type="checkbox"/> Before the Campaign	Target Date
<input type="checkbox"/> Attend United Way ambassador training.	
<input type="checkbox"/> Secure CEO/senior management support.	
<input type="checkbox"/> Determine your participation goal, monetary goal, and incentives.	
<input type="checkbox"/> Recruit a team to help with the campaign; assign tasks.	
<input type="checkbox"/> Meet with your campaign coordinator to discuss campaign strategies and develop a calendar of events.	
<input type="checkbox"/> Review the previous campaign's performance, opportunities, and challenges.	
<input type="checkbox"/> Determine your campaign plan and time frame.	
<input type="checkbox"/> Schedule your kickoff, United Way speaker, and any special events.	
<input type="checkbox"/> Promote the campaign and distribute your calendar of events.	
<input type="checkbox"/> Send a campaign kickoff letter from your CEO/ senior management endorsing the campaign.	
<input type="checkbox"/> Invite retirees to your kickoff event.	

<input checked="" type="checkbox"/> During the Campaign	Target Date
<input type="checkbox"/> Hold kickoff event with campaign coordinator and agency speaker.	
<input type="checkbox"/> Ensure all employees have access to campaign materials and giving platforms.	
<input type="checkbox"/> Hold a leadership giving or loyal contributor (10+ year donors) event.	
<input type="checkbox"/> Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.	
<input type="checkbox"/> Conduct special events, lunch and learn sessions, and other activities.	
<input type="checkbox"/> Monitor your progress towards your goal.	
<input type="checkbox"/> Remind individuals who have not pledged to consider making a gift.	
<input type="checkbox"/> Send reminders about campaign events, incentives, and deadlines.	

<input checked="" type="checkbox"/> After the Campaign	Target Date
<input type="checkbox"/> Ensure all pledges are received.	
<input type="checkbox"/> Follow up on any corporate contribution or employee match.	
<input type="checkbox"/> Calculate the results, review results with your committee members, and prepare your final report envelope for your United Way Contact.	
<input type="checkbox"/> Announce results to all employees.	
<input type="checkbox"/> Post campaign photos on your organization's social media networks.	
<input type="checkbox"/> Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.	
<input type="checkbox"/> Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.	
<input type="checkbox"/> Talk to your campaign coordinator about how United Way can continue to improve its service.	

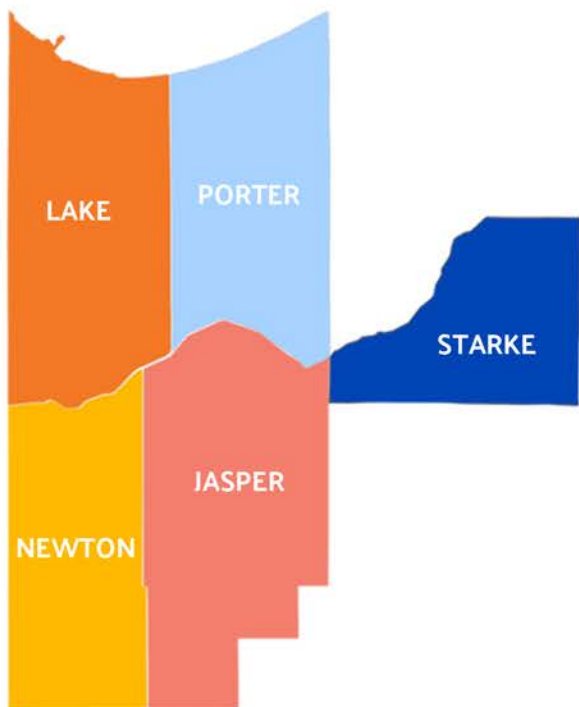
<input checked="" type="checkbox"/> Throughout the Year	Target Date
<input type="checkbox"/> Keep employees updated on United Way activities.	
<input type="checkbox"/> Promote volunteer opportunities.	
<input type="checkbox"/> Attend United Way events (Campaign Kickoff, Closing Celebration, P5 Awards, LINC activities, Women United event, family volunteer events, and more).	
<input type="checkbox"/> Share success stories.	
<input type="checkbox"/> Schedule an agency tour for your employees.	
<input type="checkbox"/> Host a drive.	
<input type="checkbox"/> Offer lunch and learn sessions.	

Start Planning! Head to UnitedWayNWI.org for:

- Campaign Activities & Prizes
- Success Stories & Videos
- Email Templates & Marketing Materials

CREATING OPPORTUNITIES TOGETHER

Why donate to United Way? Because your gift goes further, and does more. When you donate to United Way Northwest Indiana, you're not just giving to a cause – you're investing in real, local change. Whether it's preparing the next generation, helping families get out of poverty, or providing access to basic health and wellness – we're doing the work right here at home. Your dollars stay right here in Northwest Indiana. That means you're helping your neighbors, your coworkers, your community.



% Below ALICE Threshold in Northwest Indiana

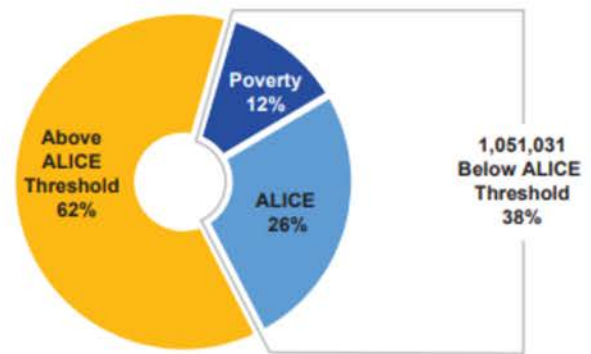
LAKE COUNTY - 42%
PORTER COUNTY - 36%
NEWTON COUNTY - 40%
JASPER COUNTY - 38%
STARKE COUNTY - 44%

WHO IS ALICE?

ALICE represents the hardworking people in Northwest Indiana who are employed but still struggling to make ends meet. They earn more than the federal poverty level, but not enough to afford the basics—like housing, food, transportation, child care, and healthcare.

In Indiana, over 38% of households are either in poverty or ALICE. These families are doing their best—but need a hand up, not a handout.

TOTAL HOUSEHOLDS IN INDIANA = 2.7 MILLION



SAMPLE WORKPLACE CAMPAIGN SCHEDULE

Check out our full list of campaign activities and talk to United Way Staff for more ideas:

MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, United Way, and a nonprofit partner. United Way can also provide videos to play at kickoff.

TIP: Incentivize employees by providing food and/or raffling off a prize to attendees.

TUESDAY | CAMPAIGN ACTIVITY 1 (EX: TRIVIA)

Compete in a quiz about coworkers, your company, United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

TIP: Suggest a small donation amount to participate in campaign activities.

WEDNESDAY | VOLUNTEER DAY

Encourage employees volunteer with a kit pack activity, collection drive, or by heading out to a nonprofit partner to volunteer. United Way can help plan this volunteer activity.

THURSDAY | CAMPAIGN ACTIVITY 2 (EX: SEASONAL ACTIVITY)

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

FRIDAY | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal like a pizza party or early dismissal.

ALL WEEK | AUCTION

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.



Start Planning! Head to UnitedWayNWI.org for:

- Campaign Activities & Prizes
- Success Stories & Videos
- Email Templates & Marketing Materials



CAMPAIGN IDEAS

United Way Northwest Indiana depends on employee campaigns, your help is imperative to our success in helping others.

CAMPAIGN THEME

A campaign theme can add excitement and energy.

- Fight/Win
- Trivia Night
- Carnival
- Sports
- Decade ('60s, '70s, '80s)
- Secret Mission
- Magic
- Homecoming
- TV Show (Wipeout, Price is Right, etc.)



SPECIAL EVENTS

Special events can be used to raise awareness of the campaign and help raise funds.

- Jeans Day
- Bake sale
- Potluck
- Chili cook-off
- Basket auction
- Balloon grams
- Ice cream social
- Team/department challenges
- Book/garage sale
- Car wash
- Dunk tank for leadership
- Raffles for donated items
- Silent auction
- Cake- or cookie-decorating contests



INCENTIVES

Many organizations provide incentives tied to their campaign goals. There are many free incentives you can offer to employees for participating in the campaign.

- Gift cards – retail, gas, etc.
- Personal day off
- Sleep-in passes
- Long lunch passes
- Early-out passes
- Chair massages
- Covered/close parking
- Tickets to sports events
- Tickets to cultural events
- Company gear and logo items
- Weekend at vacation home
- Honor wall
- Services offered by coworkers (baby sitting, auto repair)
- Raffle tickets
- Lunch brought in
- TV or iPad
- Movie for staff





UNITED IS THE WAY

We can't thank you enough for taking on the role of Employee Campaign Leader at your workplace. We could not do this without you and we are here to ensure your campaign is a success.

For sample emails, social media posts, videos, campaign ideas, pledge forms, logos, stickers, etc. please visit unitedwaynwi.org/campaigntoolkit.

If you have any questions or need assistance at any time, contact us at 219-464-3583.

