

How do I run a United Way campaign in my workplace?

Thanks for asking! There are many benefits to running a United Way campaign and United Way staff and volunteers are here to help you put your campaign together.

Benefits to Starting a United Way Campaign

★ Get to know your community

A United Way campaign not only provides a means for your employees to give, but an opportunity to learn about services they, or someone close to them, may need. Because your employees may be benefiting from services provided by United Way funded programs, you gain a stronger, healthier work force. (Thousands of your neighbors use these services every day.)

★ Keep your donations in your community

Since United Way funds are raised and invested locally to create lasting change, the money you and your employees contribute is a direct link to the community, making it a better place to live, work and do business.

★ Employee satisfaction

A United Way campaign can be fun - boosting employee morale and increasing job commitment.

★ Staff and Organizational Development

Having employees contribute to the leadership of your United Way campaign provides employee growth opportunities and builds teamwork within your organization. It also brings together employees from all levels and departments who might not otherwise have the opportunity to work together, thereby fostering a stronger, more cohesive and more motivated work force.

★ Corporate social responsibility

Because your support is acknowledged in United Way materials and public events, you gain exposure for your efforts. You benefit from an enhanced community image which can help your marketing and employment efforts.

★ Results

United Way of Dane County is creating real, long-lasting solutions through the Agenda for Change, the seven goals identified by the community as most critical. By targeting specific goals, United Way is able to forge partnerships, focus resources and unite the community to tackle the root causes of problems. We're changing the way our community operates by uniting people to create a lasting impact. When we're united, we can take care of what matters in Dane County, Wisconsin.

Put Your Campaign Together

- ★ Meet with a United Way staff member - contact Marisa at (608) 246-4385 for more information
- ★ Discuss your goals – what would you like to accomplish?
- ★ Get Leadership involved – CEO endorsement is important
- ★ Schedule a speaker to come to an all-employee meeting or regularly scheduled staff meeting
- ★ Hand out personalized pledge forms
- ★ Collect forms & follow-up with people who haven't submitted them by your deadline
- ★ Submit pledge forms to United Way staff in report envelope
- ★ Thank your employees
- ★ Educate & promote – help your employees understand the impact their dollars are making



Thank you for your interest!