



United Way of
Southwest Michigan

CAMPAIGN HOW TO: AFTER

ANNOUNCE RESULTS AND SHOW APPRECIATION

- Announce campaign results via email or during staff meetings. Report results to United Way.
- Show how one “small” gift combined with the entire company’s gift will create a big impact.
- Publish an internal roster of Leadership Givers and Loyal Contributors.
- Blanket bulletin boards and lunch rooms with “thank you” messages.
- Post photos of employees participating in campaign events.
- Include a special message with payroll staffers.

FILL OUT THE CAMPAIGN ENVELOPE

- Fill out the top section completely. Please include your total number of employees so we can accurately calculate the participation percentage for your organization.
- Please fill in all applicable fields. Calculate the different types of contributions across each row and total the columns going down.
- Please provide a copy of all signed employee pledge cards.
- Sign, date and seal the envelope. Make a copy for your records and contact your United Way representative for pick up.

ESTABLISH YEAR-ROUND UNITED WAY COMMUNICATION

- Publish noteworthy information in company newsletters or intranet.
- Work with United Way to find out about volunteer opportunities.
- Review the year-round section in the Special Events Guide for ideas and fun holidays to celebrate through the year.
- Participate in a Turning Outward listening session and share your aspirations for your community.