



United Way of
Southwest Michigan

WORKPLACE CAMPAIGN

So you want to start a United Way Campaign?!

Decide the details of your campaign (Don't worry, we're here to help.)

- Determine when you want to hold your campaign.
- Determine the giving options you want to provide your employees.
 - Payroll deduction (most popular)
 - One-time gifts (check, cash, credit cards)
 - Bill me (monthly, quarterly, one-time)
- Determine who will be responsible for executing the campaign (Employee Campaign Coordinator)

Set up payroll deduction (We promise it's not as complicated as it seems.)

- Set up a time for you or the Employee Campaign Coordinator to meet with your payroll manager to set up payroll deduction.
 - Payroll deductions start at the beginning of your fiscal year.
 - How many pay periods are in the year?
 - Are there any special requirements to allow payroll deductions?
 - Set up monthly payments to United Way of Southwest Michigan and Accounts Payable.

Prepare for a successful campaign (Most importantly, have FUN!)

- Ensure the campaign is supported by the CEO/President and executive team.
- If you have a large workforce, you may want to recruit more than one person to help with the campaign. A committee is great to help share the responsibilities!
- Set campaign goals and timeline - be sure to include goals such as participation % and plan a wrap up celebration!
- Work with your Campaign Coordinator to develop a campaign plan, obtain materials, and set up presentations or events.
- Hold a campaign kick-off that involves all employees. This can be anything from a team breakfast or contest, to something as simple as having a meeting or sending an e-mail.
- Promote your campaign (posters, desk drops, and intranet - whatever works best for your company).
- Thank, Recognize, and Report! Thank your supporters, recognize those who give and those who made the campaign possible, and report the results of the campaign back to the employees!

Not interested in paper forms? Ask us about e-pledge!