



Sonoma, Mendocino,  
Lake, Humboldt &  
Del Norte Counties

# DIGITAL WORKPLACE GIVING CAMPAIGN GUIDE

## STEPS TO A SUCCESSFUL CAMPAIGN:

### 1. PREPARE

- Select the dates for your Workplace Giving campaign. Campaigns are most successful in a two-week period.
- Register your Workplace Giving campaign at least 5 weeks prior to your kick-off date here: <https://donate.unitedwaywinecountry.org/Common/CampaignRegistration.jsp>
- Complete and return the Workplace Giving Checklist at least 4 weeks prior to your kick-off date.
- Assemble a Campaign Team by recruiting coworkers from different departments to help distribute messaging and encourage employee participation.
- Create a timeline and messaging for distributing company-wide emails:  
(1) Announcement of the campaign prior to your kick-off date, (2) campaign launch on kick-off date, (3) mid-campaign reminder, (4) final appeal, and (5) thank you.
- Write a short but energizing welcome message for your employee's online donor portal. Just a few sentences will do.

### 2. EXECUTE

- Once given access to your e-Pledge Administrator Portal, update the employee welcome message.
- Send your campaign launch email on your kick-off date using your planned messaging.
- Send messaging throughout the campaign on a company-wide level.
- Run department/team challenges to encourage participation. For fun and creative ideas, see the United Way Special Events guide in our Workplace Giving Toolkit.

### 3. WRAP UP

- Finalize campaign results using the reports in your e-Pledge Administrator Portal
- Submit payroll deduction information to your HR or payroll processing department.
- Send a thank you note to the entire company, especially your campaign team.
- Celebrate your results!



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## BEST PRACTICES:

### KICKOFF:

- Record a video from a respected employee to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to **United Way's Community Fund**.

### COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Have your campaign team make individuals asks of their departments. If possible, this is always done best face-to-face. Consider phone calls instead of emails as well. People give to people.

### CORPORATE GIFTS:

- Promote any corporate match, corporate gifts or other incentives to increase contributions.

### INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using completed pledges as a raffle entry, rather than an additional cost for a ticket.

### GIVING GROUPS:

- United Way Giving Groups are a great way for employees to extend their impact and deepen their engagement with our work. Employees can join the following Giving Groups and take part in meaningful, year-round events, volunteer opportunities and engagement:
  - **Pride United:** Awards grants annually to nonprofits supporting our local LGBTQ+ community.
  - **Women United:** Awards grants annually to nonprofits promoting solutions and systems supporting women and their families.

### RECOGNITION AND THANKS:

- Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other team members.
- Send personal thank you notes to each of your campaign committee members.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

We are here to help make sure you have a smooth and successful campaign. Please contact [Mindy.Wright@unitedwaywinecountry.org](mailto:Mindy.Wright@unitedwaywinecountry.org) with any questions or concerns anytime during your campaign.

THANK YOU!



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## UnitedWeRise

### **R** RUN A ROBUST CAMPAIGN

Help make your digital campaign a strong and thriving endeavor:

- Focus on two core goals – (1) total dollars raised and (2) a satisfactory rate of participation
- Run your campaign for 2 weeks or less – this helps maintain momentum among employees.

### **I** SHARE YOUR IMPACT

Express the following points when talking with your team:

- Working together is the best way to get things done. The same is true in United Way's Workplace Giving. By participating in the campaign, employees show their **commitment to helping others** and, in turn, encourage coworkers to do the same.
- No matter how small, Workplace Giving donations made through **scheduled payroll deductions** help local nonprofits plan more effectively, so they can keep the lights on and make important investments for the future.
- Through United Way's Workplace Giving, employee donations go **directly** to local nonprofits working to help neighbors, friends and families who live in communities throughout our five-county region.

### **S** BE SOCIAL

Ensure communication throughout your campaign:

- A picture is worth a thousand words! Encourage co-workers and company leadership to share stories, photos or videos on social media or company email of what participating in the campaign means to them.
- Personal touches help connect people to the mission and purpose of Workplace Giving.

### **E** SPREAD ENTHUSIAM

Celebrate your wins! Keep momentum going by:

- Using an enthusiastic tone in messages and conversations.
- Displaying the progress of the campaign at the top of all communications.
- Promptly reporting the final results of your campaign shortly after it's conclusion.