



# HOW TO START A WORKPLACE CAMPAIGN

LIVE UNITED

## DECIDE THE DETAILS OF YOUR CAMPAIGN

- Determine when you want to hold your campaign.
- Determine giving options you want to provide to your employees:
  - Payroll Deduction (most popular)
  - One Time Gifts (check, cash, credit cards)
  - Bill Me (monthly, quarterly, one time)
- Determine Corporate Match (if any)
- Determine who will be responsible for coordinating campaign- Employee Campaign Coordinator

## SET UP PAYROLL DEDUCTION

- Set up a time for UWNEGA Staff to contact your payroll manager to set up payroll deduction.
- Determine if there are minimums for payroll deduction.
- Are there any special requirements to allow for payroll deduction?
- When will payroll deductions begin?
- How many pay periods are in the year?

## PREPARE FOR A SUCCESSFUL CAMPAIGN

- Ensure campaign is supported by the CEO/President and Executive Team.
- Recruit an Employee Campaign Coordinator to coordinate your workplace campaign.
- Set a goal (% of employee participation or dollar amount) and a timeline for campaign.
- Utilize the Employee Campaign Coordinator Guide for ideas and resources.
- Work with UWNEGA staff to attain local materials and set up presentations.
- Hold a campaign kick-off that involves all employees.
- Encourage Leadership Giving (investment of \$500 or more per year)
- Promote your campaign (posters, desk drops, 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!



United Way of  
Northeast Georgia