



# CAMPAIGN GUIDE

## 2024-25





# STEPS TO CAMPAIGN SUCCESS

## PREPARATION

- **Connect with your United Way staff contact!** Be on the lookout for an email from your coordinator, but if you don't hear from them, email [hbaker@uwkc.org](mailto:hbaker@uwkc.org).
- **Set campaign dates.** United Way will help with crafting messaging for you to share.
- **Set a campaign goal** that your campaign team, employees, and leadership can rally behind.
- Assemble a campaign team to help distribute campaign messaging.
- Set key times for distributing company-wide messaging.
- Consider having a speaker for your campaign's kickoff to provide your colleagues with further insight on the work we do.

## EXECUTE

- **Launch the campaign!** Consider getting leadership involved.
- **Send messaging** throughout the campaign on a company-wide level.

- **Run team challenges to encourage participation.** Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders. Your United Way staff contact can help you brainstorm more participation ideas.
- Utilize the campaign team members to keep the campaign top-of-mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

## WRAP UP

- **Finalize campaign results** with your online giving platform. Submit payroll deduction information to your human resource or payroll processing department.
- **Consider sending a thank-you note** to the entire company and a group of donors.
- Thank your campaign team.
- **Celebrate your results and stay it touch!**





# MAKE IT S.O.C.I.A.L.

## **S** SHORT & SWEET

Campaigns that last one to two weeks are typically more successful. Keep it short, sweet, and impactful!

## **O** OVERALL GOALS

Clearly state your goals: dollars raised, number of participants, average donation, etc.

## **C** COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission. Don't worry! United Way can help you with this part.

## **I** IMPACT

Provide impact equations—what does my donation do at various levels?

- If 10 of us gave \$50 a month, it'll help provide weekly deliveries of nutritious and culturally specific groceries to 8 families for an entire year.
- If 10 of us donate \$100 each month, we could provide housing stability services to 5 families to stay in their homes.

## **A** ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc., are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

## **L** LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep the momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.



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# BEST PRACTICES

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## KICKOFF

- Your United Way staff contact can help you schedule a speaker to create excitement, energy, and understanding.

## UTILIZE AVAILABLE RESOURCES

- Rely on your United Way staff contact.
- United Way has informational brochures, posters, and hand-outs about our programming available upon request.

## COMMUNICATIONS

- Consolidate information to avoid overwhelming employees.
- Do you have a corporate match or any gifts/incentives? Promote them to increase engagement!

## INCENTIVES

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

## EVENTS

- Encourage your employer to get your office

involved  
in volunteering.

- Find opportunities to create virtual events. Host a kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.

## GET YOUNG PROFESSIONALS INVOLVED

- Emerging Leaders 365 is United Way's affinity group for young professionals. With a daily donation of \$1, employees can extend their impact, have access to volunteer projects, and meet like-minded, advocacy-centered young professionals in Seattle.

## GIVING COMMUNITIES

- Based on their giving level, employees can join the following affinity groups and take part in meaningful, year-round events, volunteer opportunities and engagement
  - » Emerging Leaders 365 **\$365+**
  - » Champions **\$10,000+**

## RECOGNITION AND THANKS

- Send thanks to the CEO and the staff for participating in the campaign.
- Publicize results and reiterate the impact of gifts via your company newsletter, email, or intranet.
- Don't forget you can reach out to your United Way staff contact for help thanking staff.

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# FREQUENTLY ASKED QUESTIONS

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## Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign team and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

## Q: HOW CAN WE COLLECT DONATIONS ONLINE?

United Way of King County offers a free online giving platform to collect your employee donations. This platform offers the ability to collect payroll deduction information, credit card gifts, “bill me at home” gifts, and checks. For more information about the giving portal, be sure to ask your United Way staff contact.

## Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTABLE?

Yes!

## Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

Most campaigns take place from August to December, but they can happen whenever it best suits your organization.

## Q: WHEN DOES PAYROLL DEDUCTION START?

Payroll deduction usually runs from January–December 31. However, United Way does not set your payroll schedule; it is a company decision.

## Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

For a fee, we make it possible to specify a nonprofit program to receive your donation. However, the direct investment of your dollars designated to United Way of King County goes further to help us sustain our critical efforts to feed children and families and keep as many of them in their homes as possible.

## THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company’s workplace campaign, you join a passionate group of folks making a huge impact in our community.

You are a frontline volunteer who raises awareness about the vital role United Way of King County plays in the community. Together with passionate supporters like you, we’re leading the charge to ensure everyone has access to resources, quality education, enough to eat, and a safe place to call home.

We hope that this guide provides you with the necessary resources to run your campaign. Please reach out to your United Way contact who can provide additional support and guidance throughout your campaign.

At United Way of King County, we're  
working side by side with communities to  
build an equitable future for everyone.



[uwkc.org](http://uwkc.org)