

WORKPLACE GIVING CAMPAIGN GUIDE 2026-2027



STEPS TO CAMPAIGN SUCCESS



PREPARATION

- **Connect with your United Way contact!** Be on the lookout for an email from your contact, but if you don't hear from them, email 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. Ask your United Way contact if they can attend your campaign planning meetings.
- Set key times for distributing company-wide messaging.
- Talk with your United Way staff contact about a potential speaker for your campaign's kickoff, who can help illustrate the work we do.

- Visit our website:



EXECUTE

- **Launch the campaign!** Consider getting leadership involved to develop a budget, speak and attend campaign events, or start a matching program for employee gifts.
- **Send messaging** throughout the campaign on a company-wide level.

- **Host engagement events** throughout the campaign. Hold auctions, team contests, and other fun activities to increase participation. Your United Way contact can help you brainstorm more participation ideas.
- Utilize the campaign team members to keep the campaign momentum going on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.
- Provide regular updates to employees about the progress of your campaign and United Way of King County impact highlights.
- Use social media like [Facebook](#), [Instagram](#), and [LinkedIn](#) to spread awareness and hype!

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.
- Schedule a wrap-up meeting with your United Way contact to evaluate the campaign and deposit special event donations.
- **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. Visit our campaign website for more materials.

I IMPACT

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

- \$30, with support from our food bank and delivery partners, can provide a family with groceries for a week.
- When 12 of us each give \$50, our network of partners can provide a family with the housing support they need to keep going.

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, competitions, 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 milestones and keeping the progress of the campaign at the top of all communication.



VOLUNTEERING

BRING YOUR WORKPLACE CAMPAIGN TO LIFE

Your workplace campaign can be more than a fundraising effort—it can be a way to build connection, strengthen your company culture, and engage employees in the community.

United Way makes it easy to incorporate volunteering into your campaign, with options ranging from customized team experiences to ready-to-go kit builds. Our team handles the coordination so your employees can focus on showing up and making a difference.

If your company offers paid volunteer time or volunteer grant matching, we can help you maximize those benefits while creating opportunities for your team to get involved.

Reach out to your United Way contact for more information.



FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

The average campaign runs for 1-2 weeks. Longer campaigns often take up additional time and resources for both the campaign team and employees. 1-2 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 contact.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

Yes! United Way of King County is a 501(c)3 tax-exempt nonprofit organization and your donation is tax-deductible with your email donation receipt.

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 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 work to connect our neighbors to the resources they need to thrive.

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 food, housing, educational opportunities, and financial stability.

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