

# HOW CAN YOUR STAFF INVEST IN OUR COMMUNITY?

## INDIVIDUAL CONTRIBUTION

United Way makes it easy for you to donate through payroll deduction. However, there are many ways to invest in your community. For example donors can give monthly or one-time through credit card or electronic bank transfer (ACH).

## BAND TOGETHER TO CREATE CHANGE

Join a network of community leaders advancing the common good through one of the following groups:

**Club 52** (\$52-\$499)

**Leadership Circle** (\$500-\$999)

**Benefactor** (\$1,000-\$2,499)

**Patron's Circle** (\$2,500-\$4,999)

**Founders** (\$2,500-\$4,999)

## CREATE LASTING CHANGE

Stay involved in the community after you enter retirement by updating your information with United Way. By continuing your contribution after you retire, you will continue to impact the community for generations to come.

## VOLUNTEER

The community can always use your help! Volunteer your time today and visit

[www.uwccmc.org/volunteer](http://www.uwccmc.org/volunteer).



United Way of  
Clark, Champaign &  
Madison Counties






Scan here to access  
Campaign Toolkit

# CAMPAIGN CHECKLIST





## PLAN

-  **Attend Employee Campaign Chair (ECC) Training (in-person or virtual).**
-  Pick up campaign packet and materials: 2024 campaign toolkit available online: [www.uwccmc.org/campaign-tool-kit](http://www.uwccmc.org/campaign-tool-kit).
-  **Review the previous campaign's performance to determine opportunities and challenges.**
-  Establish workplace campaign timeline and goals related to a dollar amount and participation percentage.






## RECRUIT A TEAM

-  Recruit a committee of enthusiastic, committed employees to promote and get behind the campaign.
-  **Involve representatives from different areas in your organization.** Invite employees from areas such as marketing, human resources, accounting, manufacturing, or other areas related to your industry.
-  Recruit and train your committee: establish a timeline and goal.






## GEAR UP

-  Send a "Campaign Kickoff" invitation from your leadership endorsing and announcing the upcoming campaign.
-  **Use a mixed media approach.** Keep it digital with email, screens in common areas, employee intranet, or post flyers and handouts. Focus on the channels of communication your organization finds most effective.
-  Schedule and plan a Campaign Kickoff Event. Visit [www.uwccmc.org/campaign-tool-kit](http://www.uwccmc.org/campaign-tool-kit) for ideas and materials.
-  Contact United Way to request program speakers and/or virtual presentations.

## CONDUCT

-  **Host a Kickoff Event** and offer educational opportunities for employees to learn what their contribution will help accomplish.
-  **Create a friendly competition between departments.**
-  **Send follow-up emails every few days to maintain enthusiasm.** Regular, consistent communication is key to a successful campaign.
-  **Hold giveaways and drawings** for those who have returned forms.
-  Follow-up with past contributors who have not yet responded.

## CLOSE

-  **Send a reminder email to submit outstanding pledge forms.**
-  Collect forms. Make copies for your payroll/HR department.
-  **Announce your campaign results to co-workers. Thank all donors and the campaign committee.**
-  Discuss implementation plan for the company's new hires.
-  Choose Employee Campaign Chair (ECC) for next year.