

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.









United Way of
Clark, Champaign &
Madison Counties





Scan here to access
Campaign Toolkit

CAMPAIGN CHECKLIST






PLAN

-  **Need help getting started?** Contact Holly Brennan at hbrennan@uwccmc.org.
-  Pick up campaign packet and materials: 2025 campaign toolkit available online: www.uwccmc.org/campaign-tool-kit.
-  **Review the previous campaign's performance to determine opportunities and challenges.**
-  Meet with your CEO, set participation percentage and monetary goals, incentives for giving and get his/her personal endorsement.
-  Establish workplace campaign timeline, pledge card deadlines and send reminder about **"Campaign Kickoff"**.
-  Recruit and train a committee of enthusiastic, committed employees to promote the campaign. Involve representatives from different areas in your organization such as marketing, human resources, accounting, manufacturing or other areas related to your industry.







GEAR UP

-  **Plan a "Campaign Kickoff" event** and send invitation from your leadership endorsing upcoming campaign. Visit www.uwccmc.org/campaign-tool-kit for ideas and materials.
-  Use a multi-pronged approach to reach employees using email, screens in common areas, employee intranet, announcements during staff meetings or post/share flyers and handouts. Focus on the channels of communication your organization finds most effective.
-  Contact United Way to request program speakers and/or virtual educational opportunities for employees to learn what their contribution will help accomplish.

CONDUCT

-  Distribute a pledge card to every employee to ensure everyone has an opportunity to give.
-  Establish and announce campaign deadline for pledge cards/ePledge.
-  **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 donors who did not pledge.

CLOSE

-  **Send a reminder email to submit outstanding pledge forms.**
-  Collect forms. Make copies for your payroll/HR department.
-  **Contact United Way to return forms** or request campaign packet pickup.
-  **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.