

Char-Em United Way Talking Points for Potential Worksite Campaigns

Benefits for your company:

- * Builds employee morale and fosters a sense of team spirit
- * Cultivates leaders through employee development opportunities
- * Provides information on critical community issues and opportunities to be a part of the solution
- * Connects your company and employees to the community

Benefits for individuals:

- * Helps employees make informed investments
- * Helps employees become involved with local non-profit agencies
- * Provides information on local health and human service needs

Why Partner with United Way?

To maximize impact

- * Brings together individuals, businesses, nonprofits, and agencies
- * Collaborates on targeted community solutions

To drive positive community change

- * Addresses root causes of problems, not just symptoms
- * Invests in proven solutions and supports innovative ideas
- * Measures results and reports back to you

To reach the whole community

- * Offers a centralized, community-wide fundraising approach
- * Provides cost-effective and efficient services
- * Supports local nonprofit health and human service agencies
- * Provides volunteer opportunities such as Day of Caring

Quick Tips for a Worksite Campaign

1. Recruit a Worksite Campaign Coordinator and Committee
2. Determine a 3 – 4 week time period for the campaign.
3. Get ideas and materials from United Way
4. Schedule and announce a presentation by United Way and agency staff – preferably in conjunction with a staff meeting, to ensure good attendance. Offer refreshments.
5. Set a worksite goal and post a thermometer marking progress.
6. Offer payroll deduction option.
7. Secure Company match for employee donations.
8. Distribute pledge forms and brochures to all employees via paychecks, employee mailboxes, or at a meeting. Include memo from Campaign Coordinator and/or CEO encouraging participation.
9. Offer incentives for early pledges, first time donors, prize drawings for all donations, etc.
10. Hold friendly competition between departments.
11. Hold friendly competition between similar workplaces.
12. Hold special events to raise additional funds from those not interested in payroll deductions – car washes, pie contests, can drives, etc.
13. Remind employees a week before deadline and at deadline.
14. Collect pledge forms, checks, and cash. Send with report form to United Way.
15. Thank everyone who participated.
16. Celebrate!

United Way Opposes Coercion

Char-Em United Way believes that the most responsive contributors are those who are informed and involved. A well-planned campaign with an effective communications program that is run by committed volunteers will ensure responsible contributors. Fundraising should always be conducted in a voluntary manner, without pressure. Giving is a personal decision and coercion is unacceptable to United Way.