



**UNITED WAY**  
Cowlitz and  
Wahkiakum Counties

# UNITED is the WAY

[www.cowlitzunitedway.org](http://www.cowlitzunitedway.org)

P.O. Box 1336

Longview WA 98632

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# STEPS TO A SUCCESSFUL CAMPAIGN

## PREPARE

Set campaign dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up, or method of donation collection.

Set a campaign goal that your team and employees can rally behind.

Set key points for distributing company-wide messaging, ie; announcement of the campaign, launch day, mid-campaign, final push and thank you.

## EXECUTE

Use your planned messaging to launch the campaign. Consider using video or emails messages from your organization's leadership to encourage donating.

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.



## WRAP UP

Finalize campaign results with your online giving platform, or submit results to Unite Way. Submit payroll deduction information to your HR or payroll department. Cash and check donations can be mailed to United Way.

Send a thank you to the entire company.

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

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## SHORT & SWEET

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

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## OVERALL GOALS

Clearly state your goals- employee participation, average donation, volunteer hours.

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## 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.

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## IMPACT

Show how donations make an impact in our community, such as by providing books to early learners, supporting children, combating food insecurities, etc.

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## ACCELERATE SUCCESS WITH GAMES

Daily prizes, raffles, ect. are a great way to keep people connected. Consider having individual prizes for those who reach the goals.

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## COMMUNICATE

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



# BEST PRACTICES

## KICKOFF

\*Record a video from a senior executive to be distributed to all employees, or send an e-mail from leadership. Peer to peer communication expressing why they are donating is effective. United Way speakers are also available to talk about impact of gifts made to United Way of Cowlitz & Wahkiakum Counties.

## UTILIZE AVAILABLE RESOURCES

\*The Workplace Campaign toolkit is available online at [www.cowlitzunitedway.org](http://www.cowlitzunitedway.org). This toolkit includes sample email messaging, video links, pdfs of collateral materials and more.

\*Your United Way contact can guide you through all steps of running a digital campaign as well as help you goal set, train your team and more.

\*Need something that is not available in the online tool kit? Ask your United Way contact.

## COMMUNICATIONS

\*Consolidate & coordinate outgoing communications to avoid overwhelming employees.

\*Promote any corporate match, corporate gifts or other incentives to increase contributions.

## INCENTIVES

\*Popular prizes include a day off with pay, rewards, or raffle for unique experiences/items.

\*Consider using their complete pledge forms as entrance into the raffle, rather than an additional cost for a ticket. Options: First time donor = 1 raffle entry, Current donor increases by x amt = 2

## EVENTS

\*Encourage employees to participate in virtual or safe volunteer opportunities on their own, or as a company.

\*Any volunteer opportunities available can be found at [www.cowlitzunitedway.org](http://www.cowlitzunitedway.org)

\*Find opportunities to create virtual events: host a Zoom 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 impact day.

## GIVING SOCIETIES

\*When asking for donations, remember that United Way Cascade Circle Leadership Giving is a way for employees to extend their impact and deepen their engagement with our work.

Employees can join Cascade Circle at a minimum \$500 donation and above.

>> **Tocqueville Society** (\$10,000+)

>> **Mt Rainier** (\$5,000-\$9,999)

>> **Mt Hood** (\$1,000-\$2,499)

>> **Mt St Helens** (\$500-\$999)

## RECOGNITION AND THANKS

\*Send thank you message to team for participation.

\*Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

## FOLLOW UP THROUGHOUT THE YEAR

\*Providing updates throughout the year about the impact of donations is incredibly helpful.

\*Identify opportunities throughout the year to provide updates to your team, whether in person or electronically. United Way is happy to provide information and in-person support!





# FREQUENTLY ASKED QUESTIONS

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

**A:** The average campaign runs for one to two weeks. Longer campaigns can often take up additional time and resources for both the campaign coordinator 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 multisite company.

## Q: HOW CAN WE COLLECT DONATIONS ONLINE?

**A:** United Way of Cowlitz & Wahkiakum Counties offers a digital pledge form, unless your company has a form or donation system established.

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

**A:** Yes. For additional information, please visit [www.cowlitzunitedway.org](http://www.cowlitzunitedway.org)

## Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

**A:** They can happen at whatever time is best suited for your organization.

## Q: WHEN DOES PAYROLL DEDUCTION START?

**A:** Your payroll schedule is a company decision and is not set by United Way.

## Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

**A:** As a service to donors, we make it possible to specify a non-profit to receive your donation. However, the direct investment of your dollars designated to United Way of Cowlitz & Wahkiakum Counties goes further to strengthen health, education and financial stability- the building blocks of opportunity in Cowlitz & Wahkiakum Counties.

# THANK YOU!

**Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers and trailblazers creating lasting change in Cowlitz & Wahkiakum Counties.**

**You are a frontline volunteer who raises awareness about the virtual role United Way of Cowlitz & Wahkiakum Counties plays in the community. Together with passionate supporters like you, we're leading the change to improve health, education and financial stability- the building blocks of opportunity for Cowlitz & Wahkiakum Counties residents.**

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



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