



## United Way of West Central Mississippi

# COMMON QUESTIONS

### **When should our campaign take place?**

Ideally, September through mid- November. However, they can take place any time of the year.

### **How long should our campaign last?**

Most campaigns can be wrapped up in two or three weeks. The goal is to collect pledges while the information is still fresh in employees' minds.

### **When do payroll contributions start?**

United Way does not set your payroll schedule, it is a company decision.

### **I have limited time. How can I work the campaign into my busy schedule?**

Reach out to us. The United Way Team and volunteers are here to help you every step of the way. Let us know your challenges and we can assist you with a plan to make it easier on you. Recruit a campaign team to help ease your schedule constraints.

### **How can I involve our employees in the campaign experience?**

Take the campaign to them. Some ideas to use e-mail, voice mails, and/ or letters from your leadership to get the word out. Turn your break room into the pledge room, set up a computer for easy access to Harness Giving or hand out pledge cards.

### **How do I get a speaker at my event?**

United Way can work with you to secure a speaker for your campaign kickoff. We can recommend speakers for your rally based on the interests of your workforce. The speaker can be in-person or via a zoom call. Contact United Way of West Central Mississippi at 601.636.1733.

### **How do I share the United Way Story?**

The more you know about United Way and running a fundraising campaign, the more successful you will be promoting your campaign, communicating the mission of our organization and leading your team. Visit our website : [www.unitedwayvicksburg.org](http://www.unitedwayvicksburg.org)

# CAMPAIGN CHECKLIST



United Way is here to help you engage employees all year round. here are some ideas to help you get the best results:.

## INVOLVE YOUR CEO AND SENIOR LEADERSHIP

**Your campaign success depends on the commitment and involvement of your senior leadership.**

**You can ask leaders to:**

- Develop your campaign budget and set your campaign goal
- Send a personal letter of endorsement
- Attend and speak at a kick-off
- Designate time for employees to participate in a group volunteer project
- Hold a leadership event with senior staff members to set the pace of the campaign
- Include a Leadership Giving component to the overall campaign

## RECRUIT A CAMPAIGN COMMITTEE

**An active committee can help you manage your campaign.**

- Encourage motivated and energetic volunteers in your organization to be a part of the committee
- Create subcommittees led by committee members with specific responsibilities to the campaign
- Invite your United Way representative to meetings to help train your committee and plan activities

## EDUCATE YOUR COLLEAGUES

**Educating your employees on the benefits of giving back is a key factor in reaching your goals. There are a number of ways to help your employees understand the importance of United Way's mission and our impact in the region.**

- Check out our website: [unitedwayvicksburg.org](http://unitedwayvicksburg.org)
- Display United Way brochures, posters, videos, and program sheets
- Hear directly from a United Way representative

## ASK EVERYONE TO GIVE

**Whether large or small, every contribution counts.**

- Ask for 100% participation
- Include everyone- active employees and retirees
- Let employees know the goal and show them the progress along the way
- Make pledging easy either through online giving or payroll deduction and remind employees how and when to pledge
- Thank everyone at the time of giving

## PROMOTE AND PUBLICIZE YOUR CAMPAIGN

**There are a lot of ways to keep employees engaged. To raise awareness about campaign activities and events, consider the following communication tactics.**

- Distribute/display posters, videos, and/ or brochures, which we can supply for you, in a common area such as a cafeteria, foyer, elevator or hallway
- Send email or voicemail announcements
- Create a section on your company's intranet to share information about United Way and your campaign, linking it to our website [UnitedWayvicksburg.org](http://UnitedWayvicksburg.org) (plus, banner ads are available on our online campaign toolkit)
- Inform retirees about the many ways they can continue to give, advocate, and volunteer when they leave the workplace

## OFFER INCENTIVES FOR GIVING

People love gifts! Consider offering:

- An extra vacation day
- LIVE UNITED branded items
- Lunch with the CEO
- A party for the department with the best results
- Food gift certificate

## GET INVOLVED ALL YEAR ROUND

Talk with your United Way representative for all the ways you can align your work with United Way's work:

- Connect employees to volunteer opportunities at United Way
- Host Lunch & Learns for employees ( we can provide speakers and topics)

## THANK EVERYONE AND CELEBRATE YOUR SUCCESS!

Getting involved with United Way is an opportunity for all employees to work together toward advancing the common good in our communities. Make sure to thank everyone and recognize individuals, groups, and departments that go above and beyond. Contact your United Way representative at 601.636.1733 for more information.



# Donation

## Quick Facts

### Your Gift's Impact

Every program funded by United Way must be measurable.

### United Way Turns your Dollar into \$8.50

We leverage your dollar to maximize resources through grants, volunteers, discounted services and creating an 8.50% ROI.

### Your Donation Stays Local

Our impact efforts stay in our service area: Warren, Claiborne, Yazoo, Issaquena, Sharkey counties and a portion of Madison Parish.

### United, We Accomplish Far More

United Way brings the brightest minds, best practices and highest performing nonprofits together to tackle complex issues.

### Volunteers Make an Impact

Volunteers make the funding decisions and drive the work.