



United Way of Northern  
Shenandoah Valley

# Sample Workplace Campaign

See how a campaign comes together from start to finish

United Way workplace campaigns bring together employees in all departments of a company, and give them an opportunity to donate and volunteer for causes that matter to them. Successful United Way campaigns have two things in common: **good planning, and wide participation**. The heart of fundraising are donations and pledges, and the cherry on top is the extra campaign fun and funds generated by hosting special events.

For help, please contact Jenna DeHaven at (540) 536-1610 or [jdehaven@unitedwaynsv.org](mailto:jdehaven@unitedwaynsv.org).

## PART 1: PLANNING

- 1. SET DATES:** Choose a campaign kick-off time when you know your fellow employees and leadership will be most engaged. Keep holidays and your organization's seasonal busy periods in mind. At United Way NSV, we typically hold our internal workplace campaign in late August-Early September, prior to our busiest time of year. Since we are a small team, we hold our campaign over the course of about a week.
- 2. DETERMINE DISTRIBUTION & NOTIFICATION:** Personal contact and a positive attitude are critical to your campaign team's success. **Not being included / asked is one of the top reasons for not giving.** The best way to spread the word will depend on the size of your staff and whether or not you have multiple locations or employees working remotely. A team meeting or kickoff event is the gold standard for reaching employees and encouraging participation, but for many companies that may not be feasible. Reach out to coworkers through email, company intranet, newsletters, bulletin boards, or payroll stuffers.
- 3. PLAN EVENTS:** Think about what types of events work best for your staff. The objective is to enhance team building and creates a sense of unity within the organization. We have also found that companies that **plan fun activities** along with their fundraising campaign have experienced a much higher success rate and have increased their percent of participation dramatically. For our workplace campaign, we planned a theme and group activity for each day that would culminate in our staff auction. Having a mixture of special event fundraisers and fun, team activities allows for employees to come together and have fun without it all being about asking for money. In the next section, we'll show you each activity we held over the course of our campaign.
- 4. NOTIFY STAFF:** Once you have your events set, you have to let your team know the plan! If you are holding dress up or dress down days, or are requesting employees to bring or supply anything for group activities, it's important to give them enough notice to participate. Start with a heartfelt invitation that includes why the campaign is important and the team's goal. The week before our campaign, an invitation went to our staff highlighting the plan of including when we would fill out our pledge cards.

## PART 2: CAMPAIGN TIME!

### Day 1: Fun, Appreciation event – Get it Poppin'!

Always begin with gratitude. We made plain popcorn and an assortment of popcorn seasonings. We set up a “popcorn station” where the team could stop by, pour some popcorn into a cup and season it with whichever flavors they wanted to try.

**Day 2: Pledge Lunch** where and out our pledge cards together. **Pro tip:** provide each team member with what they gave last year and a suggested increase option of 5-10%. This makes decision-making easy for employees and led to every member of our team increasing their gift from last year! To add some fun to the day, we made it “Turn It Up Tuesday” and had staff members submit songs for a playlist we jammed to during our lunch.

**Day 3: Work It Out Wednesday** Employees wore their favorite and most comfortable workout gear. In the afternoon, we went on a team walk down the Walking Mall. It was a great way to get the team together and provide a little extra exercise.



**Day 4: Crafternoon** We set aside an hour for a group painting session. Each employee painted one letter on their own canvas to spell out UNITED. This activity was so much fun and gave us the chance to create some fun art for our office walls the reminds us of our mission.

**Day 5: Happy Hour!** We each brought our favorite beer, cocktail, or mocktail and we had a scavenger hunt of sorts. One staff member served as game show host. They had to name

an item and the first person to bring back the item received a point. Example: Find a wooden spoon - whoever shows their wooden spoon first receives a point.

**Bonus Event: Staff Auction** Staff were asked to donate auction items. We used ticket buckets instead of bid sheets. Staff purchased tickets and dropped them in the buckets of items they wanted to win. If there was an item someone REALLY wanted to win, they could add more tickets to that item’s bucket and increase their chances. At the end of our campaign, we drew winners by picking a random ticket from each bucket. From our staff of six, we raised \$100 in special event funds and each employee got some fun new things!

### Other Ideas from our Pacesetters:

- Donate to Dress Down (great in a more formal workplace)
- Early Bird Special (pledge by a given date and we entered to win a prize)
- We Got Spirit! How 'Bout You? (with a large group, split into teams and compete on pledge totals, winning team gets a trophy for the year...Can they keep it next year?)

## PART 3: WRAP UP

Once you have finished your events and collected all money and pledge cards, it's time to turn in your results and thank your employees! A few ways to recognize supporters and participants include:

- Say “thank you” when you pick up pledge cards and send out thank you emails.
- Send a heartfelt thank you message for your CEO to send to all employees who participated in your campaign. Whether it's an email, intranet announcement or keepsake letter, the CEO's support can be key to success.
- Hold a thank you event. It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities.
- Give certificates of appreciation. UWNSV Development Manager Hilary Legge can provide you with certificates that employees can proudly display in their workspace.

**Let the spirit live on!** Opportunities to **LIVE UNITED** don't end when your campaign does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way.

Encourage your colleagues to stay engaged with United Way and the community so they can see how far their dollars are going. We are on social media, YouTube, local news and radio, and we send a monthly newsletter.

Don't forget to share! Talk about your experience of participating in the campaign festivities and of giving, the results your team reached, your takeaways about community engagement and team enrichment. Share them far and wide and most especially, share them WITH US!

For help or to share, please contact Jenna DeHaven at (540) 536-1610 or [jdehaven@unitedwaynsv.org](mailto:jdehaven@unitedwaynsv.org).

**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED**

