



The Power of Payroll Deductions for Corporate Pacesetters

Lead by example. Strengthen your workforce. United is the way to spark change.

As a corporate partner and Pacesetter, you know that thriving businesses depend on thriving communities. By participating in the United Way NSV Workplace Campaign, your company has the opportunity to show visible community leadership, boost employee engagement, and demonstrate that business success and community well-being go hand in hand.

Why Your Company Should Run a Payroll Deduction Campaign

✔ It's Simple, Flexible, and Free

United Way NSV provides pledge forms, digital tools, and all the materials you need — at no cost to your company. Employees can give in small, regular amounts through payroll deduction or make one-time or recurring gifts.

✔ Build Employee Engagement

Workplace campaigns give your employees a sense of ownership in local change. Payroll deduction makes it easy for everyone to participate, no matter the size of their gift.

✔ Show Local Leadership

As a Pacesetter, your company sets the tone for the entire campaign season. When business leaders step up first, it inspires the broader community to follow.

✔ Support the Community You Rely On

Your business depends on strong schools, healthy families, and resilient neighborhoods. Every pledge strengthens the network of services that support your employees, your customers, and your future workforce.

“It gave our staff something to rally around and reminded us that we’re part of a larger mission. Our giving doubled.” — Past Pacesetter Participant

Corporate Pacesetter Workplace Campaign Guide

United is the Way to Spark Change

United Way campaigns aren't just about fundraising — they're about team-building, corporate responsibility, and community investment. A successful campaign boosts morale, demonstrates leadership, and creates a culture of giving back.

Whether your company has participated before or is considering it for the first time, this is an easy and meaningful way to lead. Every pledge matters — and your engagement sets the tone for others across the region.

Why Businesses Make Great Pacesetters

- **Lead by Example:** When corporate employees give, it shows the company's values in action.
 - **Payroll is Powerful:** Even \$5 or \$10 per paycheck adds up to significant impact over time — and it's automatic, easy, and budget-friendly.
 - **Community ROI:** A stronger community means a stronger local economy — workforce retention, healthier families, and a more resilient region.
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Tips to Run a Simple and Successful Campaign

1. **Set Your Dates** – Pick a week that works best for your business cycle.
 2. **Keep It Easy** – United Way provides all forms, digital tools, and support.
 3. **Make It Fun** – Add small incentives, raffles, or team challenges to boost participation.
 4. **Celebrate** – Thank your employees and highlight your collective impact at company meetings or in newsletters.
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Campaign Timeline & Checklist

6 Weeks Before Campaign

- Attend United Way ECM Training
- Review last year's campaign (if applicable)
- Meet with leadership to confirm support
- Recruit your campaign team
- Create internal campaign goals and timeline

4 Weeks Before Campaign

- Choose a campaign theme
- Plan kickoff and internal events
- Request pledge forms/materials from UWNSV

2 Weeks Before Campaign

- Promote activities internally
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- Send a message from your CEO endorsing the campaign

Kickoff Week

- Launch your campaign with a kickoff meeting
- Distribute pledge materials and explain options
- Track participation daily
- Keep it engaging and positive

After Your Campaign

- Collect pledge forms and event funds
- Submit results to United Way
- Celebrate results and thank employees
- Debrief and plan improvements for next year

EMPLOYEE PLEDGES — MAKING THE ASK

A Guide for Campaign Coordinators and Team Leads United Way of Northern Shenandoah Valley (UWNSV)

Why People Give

People give to United Way NSV because they believe in local solutions and trust that their gift will be invested right here in our community — in programs that address real needs and make measurable impact.

As a team lead or campaign coordinator, your voice matters. Your enthusiasm, understanding of our mission, and personal commitment can inspire others to give.

Be Prepared

If your campaign team includes multiple members, try to assign individuals to connect one-on-one or in small groups with staff.

Before beginning, each team member should:

- Learn about United Way NSV — review our mission, vision, and current impact areas: education, financial stability, and health.
- Watch our campaign video or read real impact stories to see how donations make a difference.
- Lead by example — consider making or increasing your own pledge first. It's always easier to ask others when you've already made a commitment yourself.

Five Steps to a Successful Ask

- 1. Get the Donor's Undivided Attention**
Ask during a quiet moment — during breaks, at a staff meeting, or during a kickoff event. Make it feel personal, not pressured.
 - 2. Explain Why You Give**
Share why you support United Way NSV. A personal story can go a long way. Then, briefly explain how a gift supports:
 - Local nonprofit programs
 - Emergency assistance services (like 211)
 - Community-wide initiatives that tackle root causes
 - 3. Ask for a Pledge (or Increase)**
 - With new givers: ask for a first-time gift.
 - With past givers: ask for a small increase — like \$2–\$5 more per pay period.
 - If your organization offers a match, highlight that it can double their impact!
 - 4. Address Questions Honestly**
Know your materials and be upfront if you don't know an answer — you can always follow up with help from the UWNSV team. (We're here for you!)
 - 5. Say Thank You**
Always thank each person, no matter their response. Gratitude is one of the most powerful tools you have.
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About Designated Donations

All employee pledges support critical local needs — but donors also have the option to designate their gift to:

- The UWNSV Community Impact Fund (our most flexible and responsive investment tool)
- A specific UWNSV program like Campaign for Grade Level Reading
- A vetted 501(c)(3) nonprofit agency

Quick Tips

- Keep it short and sincere.
 - Bring printed materials or links to digital forms.
 - Celebrate milestones: “We’re halfway to our team goal!”
 - Build momentum with small incentives or fun team activities.
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How to Fill Out and Track UWNSV Pledge Forms

How to Fill Out the Pledge Form:

- 1. Step 1 – Your Information**
Fill in your name, home address, email, phone number, employer, and preferred contact method. Check "new address" if applicable.
 - 2. Step 2 – Your Gift**
Choose a giving method:
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- **Payroll Deduction:** Enter the amount per paycheck and the number of pay periods (usually 24–26 biweekly or 12 monthly). Example: \$10 x 26 = \$260/year.
 - **Credit Card:** Scan QR code or donate online.
 - **Check:** Attach check payable to United Way NSV.
 - **Bill Me:** Choose monthly, quarterly, or one-time.
3. **Designations (Optional)**
List any designated nonprofit(s) with their full name and address.
4. **Recognition Preferences**
Indicate if you'd like your gift to be anonymous or how you'd like your name printed.
5. **Step 3 – Sign & Submit**
Sign and date the form. Make **three copies**:
- One for **payroll**
 - One for the **donor**
 - One for **United Way NSV**

6. Confirm Your Corporate Giving Commitment

Corporate Giving Commitment Form

Company Name: _____
 Company Address: _____
 Primary Contact Name: _____
 Title: _____
 Email: _____ Phone: _____

Giving Options (Select One or Both)

Corporate Pledge
 Amount: \$ _____ Campaign Year: _____

Employee Contribution Match
 Match Amount or Percentage: _____
 Match Terms (e.g., dollar-for-dollar, up to a cap): _____

Payroll Deduction Campaigns Only

Payroll Payout Frequency to United Way NSV (Check One):
 Monthly Quarterly At Campaign Close Other:

Additional Instructions:

- Please indicate your campaign start and end dates on this form.
- Corporate pledges and employee match contributions should be paid out according to the payout schedule selected.
- **All cash, checks, and paper pledge forms** should be double-checked, signed off on by the campaign coordinator, and submitted to United Way NSV **at least monthly** to ensure timely processing, stewardship, and recognition.

How to Track Electronically:

- Use the **UWNSV Campaign Tracking Excel Sheet** to log:
 - Donor name, pledge amount, designation, giving method, contact info, and recognition choice.
- Keep the spreadsheet confidential.
- Submit a final version to **UWNSV**

How to Fill Out the Campaign Report Envelope:

- Fill in your organization name, coordinator name, contact info, number of pledges, and total dollars raised.
- Include:

- All original pledge forms
 - Copies of checks
 - Any cash or event funds
 - Seal and return to United Way or schedule a pickup with UWNSV
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Need Help? Don't have a printer? Let us know and we can provide fillable PDFs or digital pledge tracking options.

Reach out to Kimberley Wilt at (540) 539-2277 | kwilt@unitedwaynsv.org for materials, planning tips, or to brainstorm ways to make your campaign shine.

Let's show the region what nonprofits can do — together. **United is the way to spark change.**
Let's build a stronger Shenandoah Valley — together.