

**The Power of Payroll Deductions for Nonprofit, Civic, Governmental & Educational Pacesetters**

**Lead by example. Strengthen the network. United is the way to spark change.**

As a partner and Pacesetter, you already know how vital community support is to your work — and to the people we collectively serve. By participating in the United Way NSV Workplace Campaign, your organization has the opportunity to show local leadership, deepen staff engagement, and demonstrate the power of nonprofits supporting one another.

### Why Your Organization 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 organization. Staff can give in small, regular amounts through payroll deduction or make one-time or recurring gifts.

✅ **Lead by Example**
As a Pacesetter, your participation helps set the tone for the entire campaign season. When nonprofits, civic organizations, governmental entities and educational organizations lead with generosity, it inspires the wider community to follow.

✅ **Support the Ecosystem You’re Part Of**
Whether your employees give to your organization, offshoots of your organization, another local nonprofit, or United Way’s general fund — they’re strengthening the very network your mission depends on.

✅ **Keep It Mission-Aligned**
You’re not just fundraising. You’re reinforcing the values of collaboration, community investment, and shared purpose.

*“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

## Pacesetter Workplace Campaign Guide

**United is the Way to Spark Change**

United Way workplace campaigns are a powerful way for nonprofit staff to come together in support of the broader community. These campaigns not only raise critical funds for local programs but also build connection, pride, and a sense of shared purpose across your team.

Whether your organization has participated before or is jumping back in for the first time in a while — this is an easy win. We’re aiming for a 10% growth in giving or participation this year across all pacesetters. Every pledge matters, and your engagement sets the tone for the rest of the community.

### Why Nonprofit, Civic, Governmental & Educational Partners Make Great Pacesetters

* **We lead by example.** When staff give, it signals to others that nonprofit work in the community is worth investing in. This mechanism, also known as payroll giving, empowers individuals to contribute to causes they care about directly from their earnings, creating a win-win scenario for donors, employers, and the receiving organizations.
* **Payroll deduction is powerful.** Even $5 or $10 per paycheck adds up to real impact over time — and it’s automatic, easy, and budget-friendly.
* **Your mission, our ecosystem.** You’re not just supporting United Way — you’re supporting the entire network of nonprofits working on housing, food access, education, and more.

### Tips to Run a Simple and Fun Campaign

1. **Set Your Dates**
Pick a week that avoids your busiest program cycles. Many organizations run their campaigns in late August or early September.
2. **Keep It Easy**
Use printed pledge forms or digital links (you will be using all digital) — whatever works best for your team. United Way provides all materials in English and Spanish, plus support every step of the way.
3. **Have a Little Fun**
Add a popcorn break, a “crazy socks” day, or a prize drawing to bring energy to the campaign. It doesn’t have to be fancy — just something to make it memorable.
4. **Celebrate**
Say thank you often. United Way can provide digital or printed certificates of appreciation for your team. And yes, we’ll brag about you at campaign events.

## United Way Campaign Timeline & Checklist

**Deliverables & Planning Steps for a Successful Workplace Campaign**

**6 Weeks Before Campaign**

* Attend ECM Training, hosted by United Way:
	+ **August 20 – Workplace Campaign Training**
	+ **September 17 – Workplace Campaign Training**
	(Both sessions run 8:00–9:30 AM)
* Review last year’s campaign performance
* Meet with your CEO to confirm support
* Recruit and train your campaign team
* Meet with the United Way Account Team to develop campaign goals and strategies
* Create your internal campaign timeline
* Visit: unitedwaynsv.org/campaign-tools

**4 Weeks Before Campaign**

* Choose a campaign theme and plan special events
* Set dates for team meetings, agency speakers, or virtual tours
* Ask UWNSV about nonprofit speaker visits
* Request printed materials (pledge forms, brochures, etc.)
* Customize pledge forms with contact info and giving history if needed

**2 Weeks Before Campaign**

* Promote your campaign activities internally
* Hold a leadership giving conversation with senior staff
* Send a message from your CEO to announce and endorse the campaign

**Kickoff Week**

* Launch your campaign with staff meetings or virtual kickoff
* Distribute pledge materials and explain giving options
* Host themed days, games, or special events
* Track and share progress throughout the week
* Send follow-up emails and highlight impact stats
* Keep it fun and engaging!

**After Your Campaign**

* Collect all pledge cards and event funds
* Submit results and campaign report to United Way
* Celebrate results internally with your team
* Send thank-you messages (and request CEO sign-off if desired)
* Request certificates of appreciation from United Way
* Conduct a debrief and save notes 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.
* 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.

### 💸 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 or associated organization such as Bright Futures

### ✅ 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.

### How to Fill Out the United Way NSV Workplace Pledge Form

**Nonprofit Employee Campaign 2025**
🔗 [unitedwaynsv.org/NonprofitPacesetter](https://www.unitedwaynsv.org/NonprofitPacesetter)

**✅ Step 1: Contact Information**

Start by filling in your personal details:

* **Full Name** (including Mr./Ms./Dr., suffix if needed)
* **Email Address**
* **Phone Number** (home or cell)
* **Home Mailing Address**
* **Birthday** (Month, Day, Year)
* **Employer Name**
→ Be sure to **write in the name of your nonprofit organization** clearly on the form.
This ensures your pledge is correctly credited to your workplace campaign.

**💵 Step 2: Choose Your Donation Method**

You can give in one of four ways:

**A) Payroll Deduction** *(most common for nonprofit employees)*

* Enter the **amount you'd like deducted per pay period**
* Enter the **number of pay periods** (usually 24 or 26 depending on your payroll cycle)
*Example: $10 x 24 pay periods = $240 annual gift*

✔️ **Important:** Confirm with your **finance or payroll department** that payroll deduction is available and to ensure your pledge is processed correctly.

**B) Credit Card**

* Complete your secure online donation at on your confirmation page.

**C) Check**

* Make your check payable to **United Way of Northern Shenandoah Valley**
* Attach the check to your completed pledge form

**D) Bill Me**

* You can choose to be billed **monthly**, **quarterly**, or **one time**

**🎯 Step 3: (Optional) Designate Your Gift**

Want your donation to go to a specific nonprofit?
List the:

* **Full name** of the 501(c)(3) organization
* **Mailing address**

If you don’t designate, your gift will support the **United Way Community Impact Fund**, which supports local programs in health, education, and financial stability.

**🌟 Step 4: Recognition Preferences**

* Choose whether to be **recognized publicly** or remain **anonymous**
* You may also specify how your name should appear (e.g., “The Rivera Family” or “Alex Rivera”)

**🖊️ Step 5: Sign & Submit**

* **Online form users**: After submitting your pledge, you’ll receive a confirmation email.
→ Please **forward that confirmation** to your organization’s **campaign coordinator or finance/payroll contact** for internal tracking.

**Tracking & Reporting (For Nonprofit Campaign Coordinators Only)**

**Organizational Giving Commitment Form**

✔ Confirm that your **payroll deduction schedule** and record this clearly on the form.

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**Tracking Pledges Electronically**

We encourage you to run the campaign digitally, **we’ll work together to ensure pledge data is captured and submitted correctly through our CRM**.

📌 Keep this file confidential.
📤 Submit the completed version to United Way NSV after the campaign closes.

**Cash Handling & Event Contributions**

For any raffles, fundraising events, or donations made by cash or check:

* Use the **Campaign Envelope Verification Sheet** to summarize contributions
* Use the **Cash Handling Excel Sheet** to track amounts received
* Clearly label all submissions by school or department
* Seal and return envelopes to United Way, or contact us to schedule a secure pickup (let us know if you need enevelopes)

**Need Help?**

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 we can do — together. **United is the way to spark change.**
Let’s build a stronger Shenandoah Valley — together.