

# UNITED IS THE WAY



**UNITED WAY**  
Hancock County

**WORKPLACE GUIDE**  
Planning your Campaign

# WHY RUN A WORKPLACE CAMPAIGN?



## BENEFITS TO YOUR COMPANY

- Fosters positive workplace culture and employee engagement
- Contributes to philanthropic/Corporate Social Responsibility goals
- Increases marketing exposure in community and attracts talent
- Offers networking opportunities and eligibility for recognition at United Way events
- Funds and promotes local programs individual employees may benefit from
- Offers potential tax benefits



## BENEFITS TO YOUR EMPLOYEES

- Simplifies giving through payroll deduction
- Increases awareness of local issues and available services
- Creates fun and meaningful workplace events
- Offers leadership development opportunities
- Connects staff to volunteer and networking opportunities



## BENEFITS TO OUR COMMUNITY

- Ensures contributions make greatest local impact
- Contributes to a local safety net that serves those who need it most
- Invests in effective, cross-sector collaboration

# JOIN US FOR A DIFFERENCE MAKER TOUR!

Want to learn more about the critical services you enable when you support United Way of Hancock County?

If you've got an hour to spare, we've got a unique opportunity to see firsthand the impact your donation dollars make – and how everything raised here stays here.

For our Difference Maker Tour, you'll board a HATS vehicle (a United Way-supported program!) for a driving tour showcasing the 15 Partner Agencies that deliver vital and basic needs to 1 in 4 people in Hancock County. We promise you'll come away with a deeper understanding of the many resources in our community and a renewed appreciation for the holistic approach we take to caring for our neighbors – all without ever getting off the bus. You may even learn about a program or service that could assist your employees in need.

We look forward to seeing you on a Difference Maker Tour! Call our office at 419-423-1342 or scan the code at right to schedule.



# PLANNING YOUR CAMPAIGN

## ✓ Before the Campaign

- Set a timeline and a total goal for employee participation
- Invite company leadership to play a key role
- Schedule your Difference Maker Tour with United Way
- Plan special events and incentives for employee giving
- Schedule your company's kickoff or special event and invite United Way representatives to attend

## ✓ During the Campaign

- Lead by example and make **your** United Way investment
- Distribute Pledge Cards to the team
- Make sure everyone receives the invitation to give
- Share local statistics and stories of impact, as provided by the United Way team

## ✓ After the Campaign

- Collect Pledge Cards and thank employees who gave
- Report final campaign results to your team
- Encourage company leadership to make a corporate gift or company match
- Complete and return your Campaign Envelope

## UNITED WAY VOCABULARY

**Pledge Card:** Employees who wish to invest in United Way will fill out a Pledge Card, declaring how much they would like to give and how (payroll deductions, ACH transactions, invoicing, or one-time credit card or check payments).

**Corporate Gift / Company Match:** We encourage your corporation to consider making a financial investment in our community. A Corporate Gift gives your employees, your customers and your neighbors a strong promise that you stand with them in supporting our community. If your company has a foundation for matching gifts, it can double the impact of your team's charitable efforts.

**Special Events:** Fundraising events that raise additional support for United Way and help rally your team.

**Employee Participation:** # of donors / # of employees. Setting a participation goal helps motivate your team!

**Total Goal:** Corporate giving + employee giving + special events. This is the total impact your team is creating!

# EVENT SUGGESTIONS & INCENTIVES

Campaign-focused events and incentives can be the keys to generating enthusiasm and interest among the team. Here are some fun ways to bring people together to increase participation and dollars raised!



## Host a cook-off fundraiser

Ask your team to bring in their favorite dish. For a donation, employees can fill their plates and vote for their favorite. Bragging rights all around for the winning recipe!

## All-in for Office Olympics!

Set up games like paper clip jump rope, office chair races or trashcan basketball. Allow teams to "buy" head starts and other advantages, all benefitting your campaign.



## White elephant booth

One person's trash is another's treasure! Encourage your team to clean out those closets, then set up a mini garage sale and watch the dollars add up.

## INCENTIVES

Consider offering incentives for employees who:

- Make their pledge on the first day, or during the kickoff event
- Donate for the first time
- Increase their previous year's donation

Incentives could include:

- VIP parking spaces
- Extra PTO day
- Company swag
- One week of coffee delivery by CEO

# UNITED IS THE WAY TO A STRONGER COMMUNITY

When you give to the United Way, you're not just supporting one cause – you're supporting many.

United Way-funded programming helps **1 in 4** people. Together with our 15 Partner Agencies, we strive to create a safety net of comprehensive support that enables individuals and families to thrive.

## UNITED WAY TRULY IS 1 PLACE TO GIVE, MANY WAYS TO HELP!

### Our 2026-27 Funded Partner Agencies:

American Red Cross of North Central Ohio  
Cancer Patient Services  
Challenged Champions Equestrian Center  
Children's Mentoring Connection  
Christian Clearing House  
Findlay City Schools  
Findlay Family YMCA  
Girl Scouts of Western Ohio  
HHWP Community Action Commission (HATS Transportation)  
Hope House  
Open Arms Domestic Violence & Rape Crisis Services  
Salvation Army  
Scouting America, Black Swamp Area Council  
The Center for Safe & Healthy Children  
West Ohio Food Bank

### Our Areas of Impact:

Championing Children's Success  
Fighting Hunger  
Promoting Safety & Health  
Supporting Safe Housing  
Fostering Financial Stability

Follow our social media to track our impact on the community



## MARK YOUR CALENDAR



- 9/7 - 11/20:** Campaign Season
- 9/10:** Campaign Kickoff Pickleball Tournament
- 9/17:** Barrels & Bids
- 9/28 - 9/30:** Fall Days of Caring
- 11/5:** Downtown Restaurant Tour
- 11/20:** Pledge Forms due to UWHC

## LEND A HAND WITH US!



We maintain a year-round calendar of volunteer opportunities for groups of any size, and we offer custom volunteer and engagement pairings to help your organization make a difference in our community.

Scan the code to learn more!

### Got a question? Want to come visit?

United Way of Hancock County  
318 W. Main Cross (second floor)  
Findlay, Ohio 45840  
419-423-1432  
[www.uwhancock.org](http://www.uwhancock.org)

### Mail to:

P.O. Box 274  
Findlay, OH 45839