

# WORKPLACE GUIDE

## Planning your Campaign

## Dear Workplace Campaign Coordinator,

Thank you for choosing to LIVE UNITED! This guide has been developed to provide an overview of what running a successful workplace campaign can look like while leaving room for you to adapt your campaign to suit your organization's needs and culture.

The best campaigns personalize kickoff activities and share local stories and impact statistics that are meaningful and relevant to a particular workforce. No matter the size of your team or the scope of your work, we'll be here to answer your questions and provide context to your team's fundraising efforts.

On behalf of every vulnerable child, family and individual in Hancock County, thank you for using your time and talents to lend your support. Because of you, we are able to help 1 in 4 people in our community!

Sincerely,

The team at United Way of Hancock County



## KEY DATES



**9/8 - 9/12: Kickoff Week Activities**

**9/8 - 11/21: Campaign Season**

**9/15 - 9/17: Fall Days of Caring**

**11/6: Downtown Restaurant Tour**

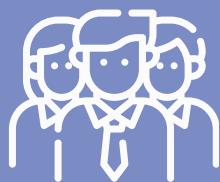
**11/21: Pledge Forms due to UWHC**

# 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

# PLANNING YOUR CAMPAIGN

## ✓ Before the Campaign

- Set a total goal for employee participation, along with a timeline
- Invite company leadership to play a key role
- 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.



### 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



### White elephant booth

One man'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.

# Measurably improving lives through IMPACT

## Internal Programming

- Free Tax Preparation Service (VITA)
- Volunteers United
- Halt Hunger Initiative
- Financial Stability Initiative
- Vulnerable Children Initiative

## Promoting Safety & Health

- Disaster Services
- Court-Appointed Special Advocates (CASA)
- Financial Assistance for Cancer Patients
- Child Forensic Interview Program
- Adult Victim Services
- Child Victim Services
- Hope House Shelter
- Emergency Food Pantry
- Equine-Assisted Therapy

## Supporting Safe Housing

- Independence Program
- Hope House Shelter
- Adult Victim Services
- Child Victim Services

## Fighting Hunger

- Food Vouchers
- Emergency Food Pantry
- Hancock County Food Distributions
- Feed-A-Child Program

## Championing Children's Issues

- Court-Appointed Special Advocates (CASA)
- Scouting
- Child Forensic Interview Program
- Equine-Assisted Therapy
- Mentoring At-Risk Youth
- Hope House Shelter
- Child Victim Services
- Summer Enrichment Camps
- Feed-A-Child Program

## Fostering Financial Stability

- Hancock Area Transportation Services (HATS)
- Free Tax Preparation Service (VITA)

# 1 place to give, many ways to help

Our 2025-26 Funded Partner Agencies:

American Red Cross of North Central Ohio  
Cancer Patient Services  
CASA of Hancock County  
Challenged Champions Equestrian Center  
Children's Mentoring Connection  
Christian Clearing House  
Findlay Family YMCA  
Girl Scouts of Western Ohio  
HHWP Community Action Commission  
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

## 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?**  
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[www.uwhancock.org](http://www.uwhancock.org)

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