UNITED WAY

TOGETHER, WE CAN.

RAISING AWARENESS, TOGETHER.

United Way

United Way of Central Florida

WHY RUN A UNITED WAY CAMPAIGN?

A gift to United Way helps address issues such as childhood literacy, financial stability, community health and other problems that contribute to low productivity and higher benefit costs.

Only the best services that measurably improve critical community needs are funded. You can be confident that your money is making a difference.

Running a workplace campaign not only shows that your company is invested in the community, it empowers employees to make a difference by supporting the more than 80 local services we fund.

Successful campaigns are also great for team building. Plan activities that get employees up and away from their desk for an hour or two. Organize games or events that build camaraderie and boost company morale.

The possibilities are endless and the results benefit both your organization and the communities your staff live, work and play in.

United Way of Central Florida

PLAN

Set a timeline and goal for your campaign, then identify an employee to coordinate your campaign.

INSPIRE

Support from top management is a great way to generate excitement. Get buy-in from supervisors and have them share why they love United Way with their employees. Tools to help you share your campaign may be found online at uwcf.org/workplace-campaign. People remember what they see so take advantage of email templates, videos, social media elements, posters and more to help you amplify your campaign!

PRESENTATIONS

Your assigned Resource Development Manager is excited to help make your campaign a success. They are available to share United Way stories and successes with with your workplace. UWCF community partners are also available for virtual or in-person presentations to share the work that is being done in the community.

SHARE

Urge your team to advocate for United Way on their social networks by sharing our mission or hosting a Facebook Fundraiser. Share what your company is doing on your social media pages and tag United Way of Central Florida so we can amplify your brand by sharing your posts.

HAVE YOU CONSIDERED EPLEDGE?

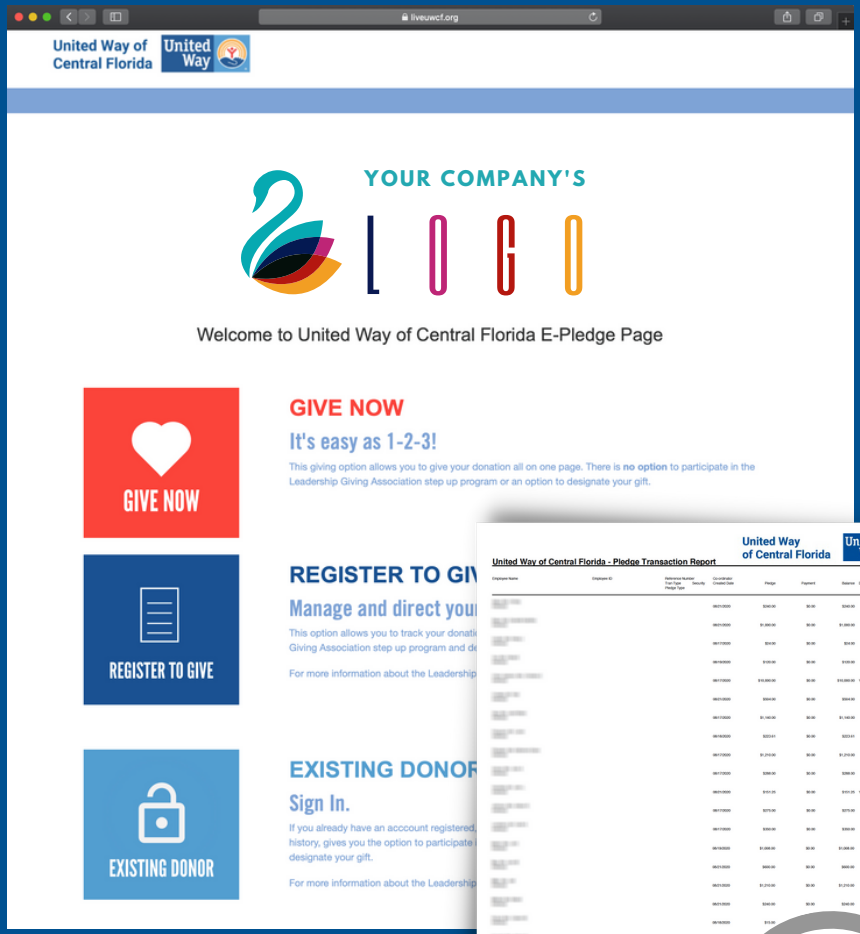
Online giving is the simplest way to set up your workplace campaign.

You can register online at uwcf.org/epledge or contact your UWCF representative to begin your ePledge campaign.

We will ask for information such as business name, address, contact person, the number of employees, etc.

An automatic email will be sent to the individual who performed the registration when their campaign registration application has been approved so they can get started on their ePledge campaign.

ePledge is a safe and secure platform that makes giving easy! Pledges can be made via recurring payroll deduction or as a one-time gift. It is both efficient and confidential by generating personalized links to each individual employee giving portal.



WE WILL CREATE A CUSTOM DONATION SITE FOR YOUR COMPANY

PULL REAL-TIME REPORTS TO CHECK ON EMPLOYEE PARTICIPATION AND CAMPAIGN TOTAL

COMPARE YEAR-TO-YEAR RESULTS AND TRACK YOUR CAMPAIGN INCREASES

TIMELINE

NOW

- Determine the timeline of your campaign
- Set a deadline for your employees to pledge
- Schedule a meeting to plan and brainstorm ideas with your UWCF Resource Development Manager
- Request a speaker
- Consider a Leadership Giving Association presentation

LEADING UP TO YOUR CAMPAIGN

- Share details about your campaign on your social media platforms
- Announce your goal, hang posters, get the word out
- Schedule special events, presentations, tours or volunteer projects
- Ask your CEO and leadership to share why they support UWCF
- Check out our online resources for additional tools and ideas

TIMELINE (CONTINUED)

THROUGHOUT THE YEAR

- Continue to share the United Way mission online
- Schedule a volunteer project for your team
- Encourage your employees to attend UWCF events
- Celebrate your employees' impact for our community
- Share engagement opportunities with your employees and urge them to get involved
- Sponsor United Way events
- Advocate on behalf of UWCF to your friends, coworkers and community
- Share UWCF's mission with your social media network

United Way of Central Florida

OUR MISSION

To inspire our community to give, advocate and volunteer by identifying needs and mobilizing vetted resources to create positive local change.

For resources, visit uwcf.org/workplace-campaign.