

CAMPAIGN GUIDE

2024-2025



PLAN

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

INSPIRE

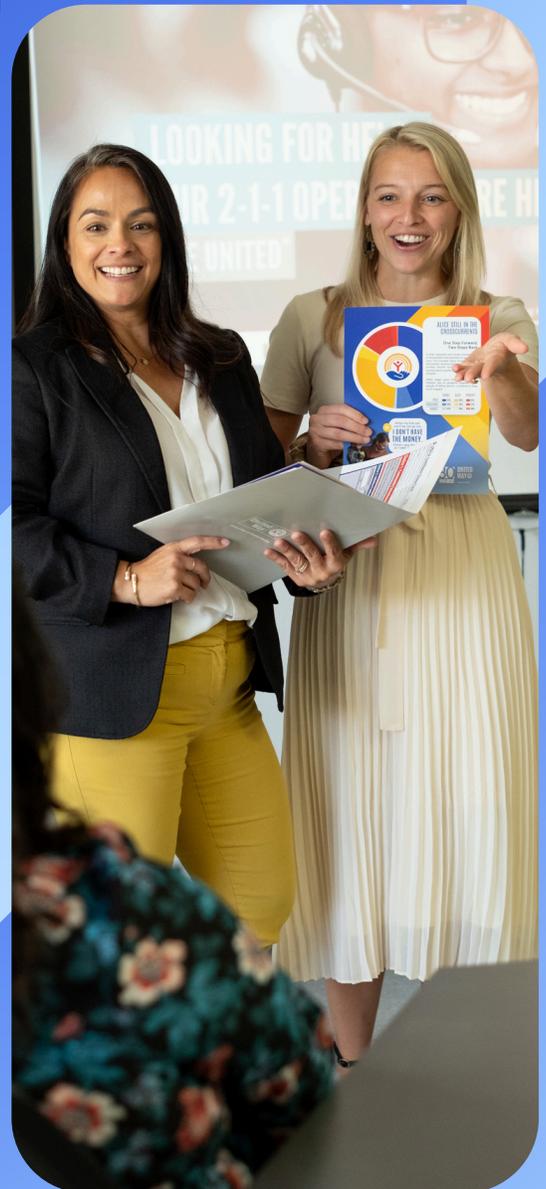
Support from top management is a great way to generate excitement. Get buy-in from supervisors and have them share why they love United Way with their employees. Tools to help you share your campaign may be found online at uwcf.org/workplace-campaign. People remember what they see so take advantage of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

PRESENTATIONS

Your assigned Corporate Philanthropy Manager from UWCF is excited to help make your campaign a success. They are available to share United Way stories and successes 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 United Way's mission or hosting a Facebook Fundraiser. Share what your company is doing on your social media pages and tag United Way of Central Florida (@uwcf) so we can amplify your brand by sharing your posts.



CAMPAIGN TIMELINE

2024-2025



UWCF ANNUAL EVENTS



EVENT DATES SUBJECT TO CHANGE. SOME EVENTS ARE BY INVITATION ONLY.

Our Mission

TO INSPIRE OUR COMMUNITY TO GIVE, ADVOCATE AND VOLUNTEER BY IDENTIFYING NEEDS AND MOBILIZING VETTED RESOURCES TO CREATE POSITIVE, LOCAL CHANGE.