

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

80
YEARS
1944

United
Way



United Way of Central Florida

UWCF ANNUAL EVENTS

PACESETTER CAMPAIGNS

May 1 - August 16

CAMPAIGN CELEBRATION BREAKFAST

August 23

WORKPLACE CAMPAIGN STARTS

August 26

TOP SUPPORTER LUNCH

September 24

WORKPLACE CAMPAIGN ENDS

December 20

PAYROLL DEDUCTIONS FOR 2024- 2025 CAMPAIGN BEGINS

January 1



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.