

Campaign Guide



UNITED WAY
Treasure Valley



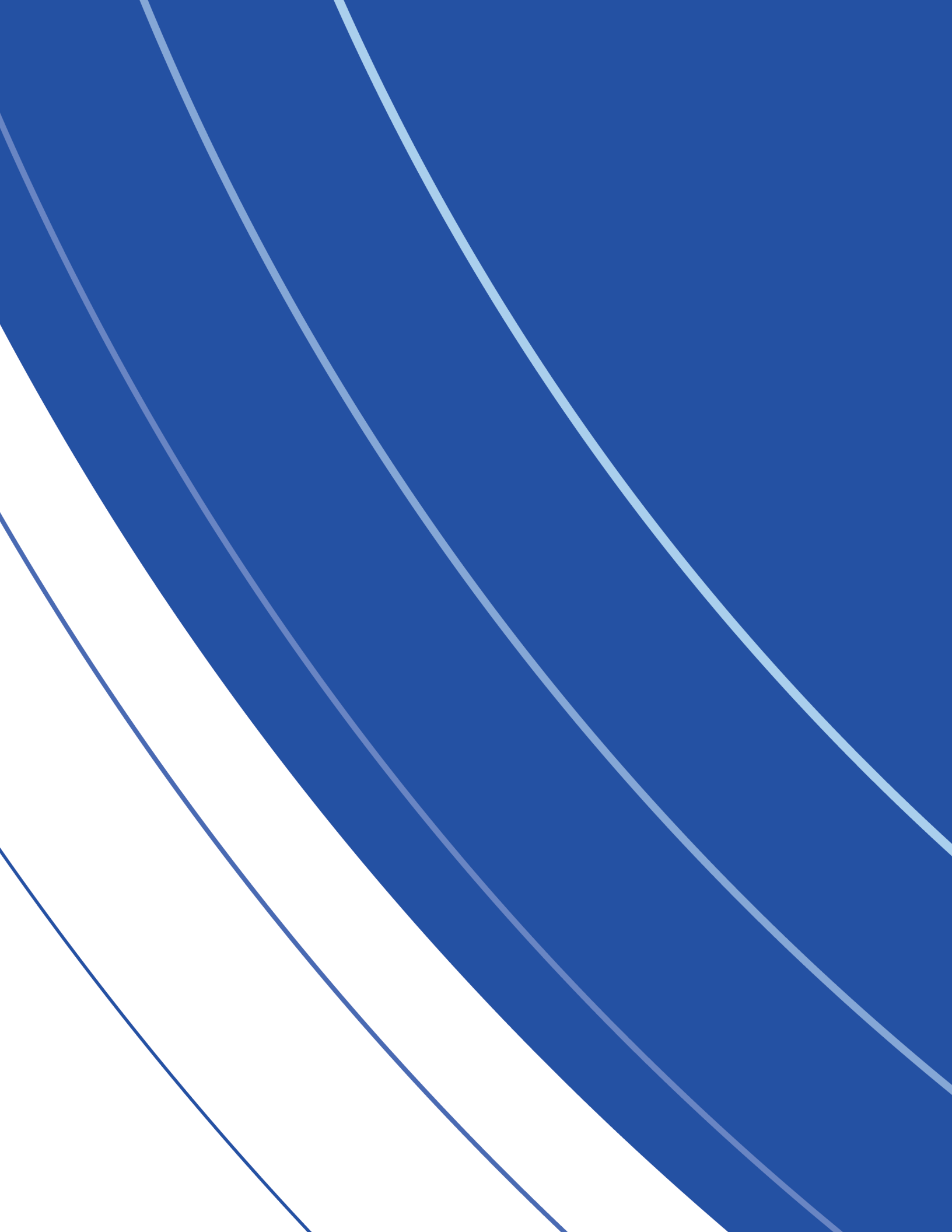
UnitedWayTV.org



Thank You

Thank you for stepping up as a campaign leader. By running a United Way campaign at your workplace, you are uniting your colleagues around a shared purpose—helping our neighbors thrive. You are fueling work that builds stronger schools, healthier communities, and greater financial stability right here in the Treasure Valley.

This guide is your roadmap to running an engaging and successful campaign. Whether it's your first time or your fifth, we're here to support you every step of the way.



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United is the Way

We believe the way forward is united.

United Way of Treasure Valley brings together people, nonprofits, schools, businesses, and government to tackle the complex challenges that no one sector can solve alone.

Our work focuses on four interconnected pillars:

- Youth Opportunity
- Healthy Communities
- Financial Stability
- Community Resilience

We invest in solutions that help families move from crisis to stability—and from stability to long-term success. Your campaign fuels this work.



Why Run a Workplace Campaign?

Workplace campaigns are one of the most effective ways to drive change and build team spirit. They bring employees together around a common cause and make giving simple—through recurring payroll gifts, matched gifts, and volunteer events.

Workplace campaigns are one of the most powerful ways our community comes together to create change. Your efforts help provide mental health support for teens, food and housing resources for struggling families, and so much more.



TIP: Multiply Your Impact. Many companies offer ways to increase your giving beyond a recurring payroll gifts. Some match volunteer hours with a donation, offer a volunteer grant, or even allow employees to donate unused Paid Time Off (PTO) as their recurring gift. These programs can make your contribution go even further—at no extra cost to you. Check with your HR department to see what's available at your company and how to participate.

Matching gifts are also a powerful motivator—when companies agree to match employee contributions, it not only boosts total giving but shows a deep commitment to community. If your company offers matching, be sure to promote it. If they don't yet, this campaign is a great opportunity to ask!

What is a Workplace Campaign?

A workplace campaign is a company-led fundraising effort where employees come together to support United Way through:

- Convenient Payroll Giving
- One-time gifts or recurring donations
- Fundraising events and volunteer activities

These campaigns are flexible and customizable—as simple or creative as you want to make them. The key? Bringing your team together to make a difference in your community.



Roles & Responsibilities

Employee Campaign Coordinator (ECC)

You are the campaign champion at your workplace. With support from United Way, you'll lead a fun and inspiring campaign. Your role may include:

- Choosing campaign dates and format
- Meeting with United Way for planning
- Securing leadership support
- Recruiting a campaign committee
- Promoting the campaign through email, flyers, or events
- Distributing and collecting pledge forms (if using paper)
- Organizing campaign events or incentives
- Tracking progress and reporting results
- Writing thank-you notes to supporters

United Way of Treasure Valley Responsibilities

Your United Way staff partner is here to guide and support you every step of the way. We provide:

- 1:1 planning support
- Impact stories, speakers, and campaign videos
- Downloadable tools: email templates, social posts, event ideas
- Custom QR codes and online giving forms
- Data tracking assistance and wrap-up reporting
- Encouragement and real-time help



Campaign Checklist

8 Steps to Success

These steps will prepare you for success when planning and running a workplace campaign. To help us better support you, please inform your United Way account manager of campaign details such as, campaign dates, employer matching policies, etc.



STEP 1

Choose Your Campaign Style



- Consider whether your team is in-person, remote, or hybrid.
- Choose dates for your campaign.
- Decide on pledge format: paper forms, online links, or QR codes.
- Select payment options: recurring payroll giving, credit/debit card, cash, or digital platforms like Square.
- Mix virtual giving tools with in-person energy.
- Choose a theme and tie it into United Way's mission for a cohesive message.

STEP 2

Recruit Your Dream Team



- Invite enthusiastic colleagues from different departments or shifts.
- Assign roles such as communication lead, event planner, engagement coordinator, and pledge tracker.
- Empower your team to be campaign ambassadors and answer questions.

STEP 3

Review the Past, Set the Vision



Look at previous campaign results: participation rate, dollars raised, event success. Use this data to inform new goals. Examples include:

- Increase participation by 10%.
- Gain 5 new recurring donors.
- Encourage every department to participate.

STEP 4

Make the Case



- Use a simple, clear elevator pitch:
“United Way of Treasure Valley connects generosity to impact—helping families access resources, students succeed in school, and communities build resiliency. Your donation stays local and supports what matters most.”
- Highlight the local difference your workplace can make.

STEP 5

Engage Leadership



- Secure visible support from management.
- Encourage executives to send emails, attend events, or offer a testimonial.
- Launch a leadership giving campaign.
- Celebrate leaders publicly and with small thank-you gestures.

STEP 6

Highlight the Impact



- Invite a United Way speaker to your kick-off.
- Share campaign videos, testimonials, and data from findhelpidaho.org.
- Consider a site tour or volunteer event.

STEP 7

Make it Fun



Plan engaging events and use incentives!

- Casual Day Badges
- Balloon Pop or Raffle Drawings
- Wine Survivor
- Plane Toss Competition
- Pledge Passports
- Dress Up the Boss Challenges

Use your theme to unify your efforts and build excitement.

STEP 8

Ask & Follow Up



- The #1 reason people give is because they were asked.
- Personally invite all employees to give—even \$1 per pay period makes a difference.
- Follow up with those who haven't pledged yet.
- Reinforce that every contribution counts.

BONUS TIP

Wrap It Up Strong

- Send thank-you notes—group and individual.
- Host a wrap-up event or recognition announcement.
- Submit all pledge forms and event funds.
- Confirm online giving participation with your United Way staff partner.
- Report successes, feedback, and lessons learned.



Sample Campaign Timeline

Based on a seven-day campaign.

Pre-Campaign

- Train ECC and committee
- Get leadership buy-in
- Plan theme, events, and communication
- Prepare campaign materials and QR links

Day 1 – Kickoff Event

- Launch the campaign with energy
- Share impact stories and how to give

Days 2-4 – Outreach + Events

- Host a raffle, Jeans Day, or volunteer hour
- Encourage peer-to-peer conversations

Day 5 – Midweek Push

- Send a reminder with early bird prize drawing

Day 6 – Final Countdown

- Personal follow-ups
- Highlight how close you are to goal

Day 7 – Celebrate & Close

- Prize drawing or wrap-up party
- Thank everyone and share results

Campaign Tips & Tricks

Use Social Media

Social media is a great way to build momentum, raise awareness, and celebrate your workplace campaign. Share highlights, success stories, photos from events, and impact stats. Be sure to tag @unitedwaytv so we can amplify your efforts and celebrate with you!



Follow and tag us on:

- Facebook: @unitedwaytv
- Instagram: @unitedwaytv
- LinkedIn: United Way of Treasure Valley



Recurring Gifts vs. Event Entry Donations

When planning your campaign, aim to maximize impact by encouraging recurring payroll gifts instead of relying on event-by-event donations.

Recurring Payroll Gift

- Employees pledge a set amount per paycheck (e.g., \$10/paycheck or \$1/day).
- Donors receive all-access to campaign events and activities.
- Raises more for the community, with less administrative work.
- Builds a culture of sustained giving—impact lasts all year, not just during the campaign.

Event Entry Donations

- Employees pay separately for each event (e.g., \$5 for breakfast, \$10 for a raffle, \$5 for a game).
- Often results in smaller, one-time contributions.
- Can be more work to collect and track payments.
- Participants may join events without ever making a pledge.

Example:

- Event entry donations: Sarah spends \$20 total for various activities—no pledge form submitted.
- Recurring payroll gift: Sarah pledges \$1/day = \$365/year and gets into every event at no extra cost.

Fun in Fundraising

Your United Way campaign can be a great way to boost staff morale and build stronger teams because it brings people together and builds awareness and excitement. The more you inspire your co-workers about United Way (and have fun doing it), the more success you will have. If you choose to have special events, make sure they are not the sole focus of your fundraising campaign. Use events to encourage pledges and keep the focus on the impact

Acts of Service

If your workplace has a limited budget, consider auctioning employee skills and talents! Maybe someone can donate an hour of garden work, host a cocktail night, offer two hours of helping someone move, or donating the best parking spot. It's fun and personal.

Fun Event Ideas

These can be held in-person or virtually:

- Balloon Pop: Place a prize note in each balloon. Employees make a pledge or donate to pop and win.
- Casual Day: For a minimum pledge, wear jeans and a “Casual Day for United Way” sticker.
- Dress Up the Boss: When goals are met, the boss dresses in a silly costume.
- Plane Toss: Build and toss paper airplanes—winner by distance or accuracy. Entry = a pledge.
- Scavenger Hunt: In-person or virtual, make it team-based.

Fun Event Ideas (contd.)

Virtual Events

- Virtual run/walk with peer fundraising
- Online talent shows, open mics, or dance parties
- DIY activities: learn to make cocktails, flower arrangements, build hygiene kits, etc.

Prizes & Incentives

Ask local businesses, coworkers, or leadership to donate prizes

- Extra vacation day
- Gift cards
- Lunch with leadership

Note: Some businesses will ask for United Way's tax ID: 82-0200908

Use prizes to:

- Reward early givers
- Celebrate returning donors who increased their gift
- Create fun raffles

Top 5 Reasons to Give to United Way of Treasure Valley

1) Local Impact

Your gift stays in the Treasure Valley to help your neighbors.

2) Trusted Partner

We vet every program we fund for impact and accountability.

3) Big Picture Thinking

We unite schools, nonprofits, businesses, and government.

4) Flexible Giving

You choose how to give and what to support.

5) Proven Results

Every dollar helps move someone from crisis to stability.



Sample Asks-In Person

Example 1:

“I’m here to personally give you your United Way pledge form. You should also have an email with the online pledge link. We’re working hard to reach our company’s campaign goal, and your recurring payroll gift will help keep local families housed, ensure kids have the school supplies and support they need, and connect people to vital resources like food, healthcare, and job training. We’d really appreciate your contribution to help get us there.”

Example 2:

“I wanted to stop by and invite you to be part of this year’s United Way campaign. Here’s your pledge form, and you should also see the online pledge link in your email. We’re aiming to hit our company’s campaign goal, and your donation will help fund local schools, keep people in safe and stable housing, and provide critical resources like food and mental health care for our neighbors. A recurring payroll gift is the most powerful way to help us cross the finish line.”

Supportive Talking Points

Every person has their own story, and for personal reasons, some may choose not to give—and that’s okay. Your role isn’t to convince or pressure, but to invite your coworkers into an opportunity to create impact together.

When questions or concerns come up, here are some helpful responses you can use to guide the conversation and highlight the difference we all can make in our community.

“I don’t make enough to give.”

Even just \$1 per paycheck adds up and makes a difference.

“I already give to other charities.”

That’s wonderful! Giving to United Way supports a network of local programs so your impact stretches further.

“In this economy, people aren’t giving as much.”

That’s why we need your help more than ever—United Way is a safety net when times are tough.

“I gave last year.”

Thank you! Payroll deductions don’t begin until January, so signing up now helps us plan ahead.

Frequently Asked Questions

Q: How do I donate?

A: Use your company's online pledge form, QR code, or paper form. Recurring Payroll Gifts are the easiest option.

Q: Where does my money go?

A: Right here in the Treasure Valley. Money from workplace campaigns goes into a community fund which fuels local programs like Community Schools, findhelpidaho.org, and a network of partners working together to create youth opportunity, financial security, healthy communities, and community resiliency.

Q: Will I get a tax receipt?

A: Payroll deductions will show on your W-2. For credit card or check donations, you'll receive a tax receipt.

Other Ways to Give

- Payroll gifts (Recurring Payroll Gifts or a one-time gift)
- Credit/Debit Card donations
- Cash or Check (include in final campaign report envelope)
- Gift in Will
- Stocks or Shares
- PTO Donations
- Life Insurance Beneficiary
- Donor Advised Funds (DAF's)

Talk to your United Way representative to learn more about these giving options.

We're Here to Help

You're not alone in this! Your United Way relationship manager is your partner from start to finish.

What we offer

- 1:1 planning support
- Customized online giving links and QR codes
- Email templates and messaging support
- Printable flyers and posters
- Social media graphics and suggested posts
- Videos, testimonials, and digital backgrounds
- Volunteer ideas and event planning help

Need something custom? We've got you. Let's make this your best campaign yet.

**United is the way we turn
generosity into impact.
Let's get started.**