



CHECK OUT OUR WORK PLACE GIVING TOOLKIT!  
OR VISIT <https://tinyurl.com/mr2b37b2>



## Checklist for a Successful Workplace Giving Campaign

### Before the Campaign

- Reach out to the United Way to get support for planning your campaign.
- Familiarize yourself with the [Virtual Campaign Toolkit](#).
- Meet with top management at your company to confirm their commitment and level of participation.
- Recruit your campaign team, assign roles and responsibilities, and hold planning meetings.
- Set a beginning and ending date for your campaign.
- Determine campaign goals and theme.

### During the Campaign

- Hold special events and activities to engage your co-workers and encourage team building.
- Invite a United Way representative to speak at your company meetings and events.
- Send regular updates throughout the campaign including goal progress and United Way impact stories.
- Create friendly competition between departments or company locations.
- Distribute pledge forms or send information about how to make online pledges.

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### After the Campaign

- Congratulate yourself on a job well done!
- Share the results with your colleagues and celebrate!
- Collect pledge forms and turn them into the United Way. If it's an online campaign, coordinate wrap-up with your United Way relationship manager.
- Thank everyone at your company who donated or volunteered!
- Debrief after the campaign and share your feedback so we can improve our services!

### Ongoing

- Plan year-round volunteer projects—our [Hands On Greater Portland](#) volunteer program can help!
- Participate in Community Impact Week—our signature volunteer event in October.
- Encourage employees to sign up for [United Way's e-newsletter](#) to receive impact stories throughout the year.