



WORKPLACE GIVING | Campaign Checklist

Plan and Promote Your Campaign

- **Schedule a Workplace Giving Meeting** - Email our executive director to set up a meeting to coordinate your company's campaign. Consider the timeline, if you would like to manage pledges internally or externally, how often you will pay out pledges, and any other questions you might have about the campaign.
- **Promote Workplace Giving** - Notify ALL employees and retirees to save the date for your campaign kick-off!
- **Kick Off the Campaign** - Organize special events to motivate your employees to give and talk about why giving to United Way of Adams County helps the community!

Tips for a Successful Campaign

- **Motivate donors with incentives!** Easy options include PTO days, casual Fridays, departmental competitions, swag bags, or golf with the CEO.
- **Start a Match** - Offer a dollar for dollar match to double the impact of your employees' donation through Upper Level Management.
- **Don't Forget to Say Thank You!** - Communicate your appreciation for their donations frequently.



GET INVOLVED • GIVE BACK • TAKE ACTION

