

2.2 Six Ways to Engage with United Way

Head of the Lakes United Way provides opportunities year-round for companies to stay active in the community. By engaging in volunteer programs and outreach, employees will have a higher satisfaction in the workplace. In addition, people who volunteer and are engaged with United Way are more likely to donate.

Multiple Methods of Engagement

We encourage you to consider supporting United Way in multiple ways. There are six different ways for engagement. Join the challenge to participate in all of them!

2.2.1 Employee Workplace Campaign

Host a Workplace Campaign allowing United Way to share information with employees, and payroll or one-time donations to be collected. Read on for specific instructions, tips and tricks on holding an effective workplace campaign.

2.2.2 Organizational (Corporate) Gift

Contribute a monetary gift at the corporate or organizational level.

2.2.3 Special Events (Held on behalf of HLUW)

- Organizing Special Events where proceeds are donated to United Way
- Hold or sponsor community events such as a Golf Tournament or Bike Swap
- Internal workplace events such as auctions, bake sales, BBQs, bowling events, etc.

2.2.4 Sponsorship (Monetary or In-Kind)

Sponsor United Way events/activities, or provide an in-kind donation of a product or service. We offer many options for partnering through sponsorship. For more information, please visit our website at hlunitedway.org.

2.2.5 Leadership Giving

Recruiting Leadership level donors giving \$1000 or more per individual/combined giver relationship. Additional information on the Lake Superior Leadership Society is available in the Special Gifts section of this guide (Page 29).

2.2.6 Volunteer

Take part in Volunteer Opportunities with United Way:

- HLUW Board member or Committee member
- Head of the Lake United Way's Volunteer Center event such as Day of Caring
- Organize an on-site speed volunteering project at your workplace. For ideas, visit hlunitedway.org and view/download a packet of "Speed Volunteering Projects"