

GETTING STARTED

2.6 Running a Workplace Campaign: FAQ

When should our campaign take place?

Most workplace campaigns occur between early September and mid-December; however, they can take place any time of the year. Final results are typically published each April.

How long should our campaign last?

Most campaigns can be wrapped up in two or three weeks. The goal is to distribute and collect pledge forms while the United Way message is still fresh in employees' minds. However, every workplace is different. We can work with you to figure out what is best for your organization.

I have limited time to devote to a campaign. How can I work it into my busy schedule?

Reach out to your United Way representative. They are there to help you every step of the way. Let them know your limitations and come up with a plan together to make it easier for you. Another way to ease the strain is to recruit a committee. Assign tasks and assume a management role. Most importantly, start planning early. The earlier you start, the easier the process will be for you.

Our work environment is not conducive to holding a campaign kickoff meeting. How can I involve our employees in the campaign experience?

Take the campaign to them. Some ideas are to use e-mails, voice mails, videos and/or letters from the CEO/president to get the word out. Designate one room as the United Way Room and have participants play games on their breaks and turn in pledge forms for prizes. Use your company's intranet to provide information and results. Create and distribute a company video starring your colleagues sharing their reasons for Living United.

When do payroll contributions start?

The most common payroll contribution period usually runs from January 1 through December 31. Some companies use their fiscal year as their schedule for payroll contribution. United Way does not set your payroll schedule; it is a company decision.

Other questions?

Encourage employees to contact your United Way staff representative directly with any questions or assistance they might need. Should you not have the answer to a United Way related question or concern, HLUW staff is here to help.