

# STARTING A WORKPLACE FUNDRAISING CAMPAIGN



Head of the Lakes  
United Way

## START HERE

Choose an Employee Campaign Coordinator (ECC)

Your designated ECC should check with your payroll department. Is automatic payroll deduction an option?

YES

THAT'S OKAY!  
YOU CAN STILL START A  
WORKPLACE CAMPAIGN!

NO

## HERE ARE FOLLOW UP QUESTIONS

When would payroll want deductions to start and/or end?

When does payroll need pledge information turned into them?

## OTHER WAYS TO RUN A CAMPAIGN

1. One time donations
2. Set up recurring donation on our website
3. Learn more about our round up program
4. Plan a special event

Learn more on our website at:  
[www.hlunitedway.org/donate](http://www.hlunitedway.org/donate)

## CHECK LIST FOR A SUCCESSFUL CAMPAIGN

1. Set campaign start and end dates. Share with your Head of the Lakes United Way (HLUW) contact.
2. Set a campaign goal.
3. Plan activities and schedule an informational presentation with your HLUW contact.
4. Promote the campaign. Remember to utilize campaign materials and your HLUW contact.
5. Wrap up your successful campaign by completing the campaign envelope and set up a time with your HLUW contact to finalize your campaign.

## KEY TAKE AWAYS

1. Your HLUW contact is your best resource and is eager to help.
2. Thank all those who participate at every step along the way.