

STARTING A WORKPLACE FUNDING CAMPAIGN



Head of the Lakes
United Way

START HERE

Chose an Employee
Campaign Coordinator (ECC)

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



THATS OK! HERE ARE OTHER WAYS TO RUN A CAMPAIGN

- Make a one-time donation
- Set up recurring donations on our website
- Learn more about our round-up program
- Plan a special event



FOLLOW UP QUESTIONS

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

When does Payroll need
pledge information?

CHECKLIST FOR A SUCCESSFUL CAMPAIGN

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

Remember your HLUW contact is your best resource and is here to help.

Thank all of those who participate at every step along the way.

Learn more on our website: hlunitedway.org/get-involved