

WHY RUN A WORKPLACE CAMPAIGN?



Many people benefit when you run a work place campaign, such as:

The Community

Many quality programs and initiatives would not succeed without the help of United Way. United Way would not exist if individuals and corporations did not contribute to the campaign. In other words those who need it most would not get the help they need if generous people did not contribute to the United Way campaign.

Your Company

Running a United Way employee campaign within your company creates morale and team building. Employees are given the chance to support the community through their work site campaign and are able to help make philanthropy a part of their corporate culture.

United Way Campaign Frequently Asked Questions

Who conducts United Way campaigns?

What can my organization expect for our effort and participation?

What is an employee campaign?

Our organization is small. Will our donation really make a difference?

I don't have time to run a campaign. How much effort is involved?

Q. Who conducts United Way campaigns?

A. United Way Campaigns are conducted in approximately 100 work sites throughout Greater Union County. These range from corporate giants, schools, local government and nonprofit agencies to professional and entrepreneurial firms. Regardless of the size of your organization, United Way can tailor a campaign for you.

Q. What can my organization expect for our effort and participation?

A. Your organization will receive opportunities for local media exposure, recognition on www.uwguc.org with over 10,000 sessions per month, networking opportunities and a listing in our annual recognition publication. Over 250 Union County, North & South Plainfield companies participate annually.

Q. What is an employee campaign?

A. An employee campaign is a fun way to promote teamwork while supporting the community. With your help and your management's support, we will work with you to plan the best campaign possible. United Way of Greater Union County also offers an on-line campaign tailored to your employees that helps minimize any costs associated with conducting a campaign. Truist also offers 100% efficiency and confidentiality. United Way staff will provide the best practices that have been successful in other workplace campaigns. These practices include:

- Top executive involvement and support
- Training of internal campaign team group meetings for employees
- Implement a model leadership giving program
- Set goals and objectives for your campaign
- Thank and recognize employees

Q. *Our organization is small. Will our donation really make a difference?*

A. Any size company can participate in a campaign and your contribution – no matter how big or small – makes a difference right here in Greater Union County.

Q. *I don't have time to run a campaign. How much effort is involved?*

A. The average campaign lasts for two weeks. The employee campaign can run in several different ways. All that United Way asks is for the support of management and the opportunity for a United Way staff person to speak to your employees. This can be at an existing staff meeting, quarterly report, etc. where employees can have questions answered and receive educational materials regarding United Way and their community. Our staff will handle a large portion of the campaign for you, leaving you time to accomplish your daily objectives.

Q. *How can my company help?*

A. Here's how

- Run an employee campaign, which includes a Leadership Program
- Give a corporate gift or implement an employee matching program
- Donate a portion of proceeds from the sale of an item or service
- Participate in the annual Day of Caring
- Participate in the Loaned Executive Program

**LIVE UNITED in your community by helping United Way advance the common good.
Please contact the Workplace Campaign Department at 908-353-7171 ext. 104**