

# How to Start a Workplace Campaign

United Way of Greater Rochester's mission is to unite the good will and resources of the Greater Rochester community so that everyone can thrive. United Way addresses critical challenges by connecting local people in need with evidence-based programs, strategic funding investments, community initiatives, volunteer support and community leadership to direct resources and solve problems.

## You Can Help!

Hundreds of organizations in the Greater Rochester community participate in workplace campaigns to advance the mission of United Way and provide valuable support to local people in need.

Follow these easy steps to start your own employee/workplace campaign for United Way of Greater Rochester:

**Identify a star employee to take on the role of Campaign Coordinator.** Campaign Coordinators work with a United Way representative and act as the main point of contact for the campaign.

**Get an endorsement from the senior leadership at your company.** This endorsement should explain why the organization has chosen to participate in United Way giving and how employees can get involved in helping our community thrive.

**Host a kick-off event or meeting for employees.** Consider food, fun and fundraising activities. Your United Way representative will help with this process and can present at your event.

**Pass out pledge forms or set up an online campaign,** with the help of your United Way representative.

**Check out the United Way Campaign Toolkit,** including 50 Ways to Raise Fun in Fundraising document, for ideas to inspire your team to get involved in your United Way campaign.

**Announce a campaign close date** and ask employees to complete their pledge forms or online donations.

## And the Grand Finale . . .

Thank, count and celebrate!

Thank all who participated, tally your results and celebrate your success.

Your employee campaign support will help thousands of people in need this year.

**Thank you!**

**FUEL THE FUND.**



United Way  
of Greater Rochester