



WORKPLACE CAMPAIGN GUIDE



From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is mobilizing communities to action so all can thrive.

UNITED IS THE WAY



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GENERAL CAMPAIGN QUESTIONS



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CUSTOMIZED MARKETING MATERIALS/EVENTS



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★ Campaign materials can also be
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uwsandco.org



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FREQUENTLY ASKED QUESTIONS

How long should a workplace campaign run?

The average campaign runs for one to two weeks, which is usually enough time to kick off your campaign, effectively promote United Way, and make your ask without overwhelming your colleagues.

When should our workplace campaign take place?

Pacesetters need to have their campaigns completed before the community Kick-off event in September, so most campaigns run in August.

When does payroll deduction start?

Payroll deduction typically runs from January 1 through December 31. However, United Way does not set your payroll schedule so it is best to check with your organization.

How do I work this into my schedule?

The best way to run a campaign without being too overwhelmed is to recruit a committee and delegate. Work with your United Way representatives and let them know your limitations. This will allow you to come up with a plan that fits both your organization's needs and your busy calendar.

Can my colleagues designate their donation?

Yes! As a service to donors, we make it possible to designate your donation to a program or other 501(c) 3 agency. However, the direct investment of your gift to United Way will make a profound impact on our community. Instead of addressing just one issue, we are working to address some of the biggest needs in our community.

Can employees rollover designations every year?

No. While some employers offer their employees the option to rollover their donation from year to year, designations do not roll over. Employees must complete a new form every year if they wish to designate their donation.

UPCOMING EVENTS

STUFF THE BUS

August 7, 2026
11:00 a.m. - 5:00 p.m.
Fremont Walmart



Join us at the Fremont Walmart as we Stuff the Bus with school supplies for students in Sandusky County. Supplies will be given to all local schools. Request a collection box and drop donations off at the event and/or sign up to volunteer at the event. Visit our website to sign up at uwsandco.org

ANNUAL CAMPAIGN KICK-OFF & AWARDS

September 15, 2026
5:00 p.m. - 6:30 p.m.

Join us for our Annual Campaign Kick-Off & Awards Dinner - a celebration of community, impact, and service. We recognize the 2025 workplace campaign leaders and kick-off the 2026 campaign.



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THANK YOU for taking on the role of United Way Champion in your workplace. Whether you volunteered, or were volunteered by someone else, know the importance of your role and the impact you can make.

As a United Way Workplace Champion, you'll have an opportunity to showcase your leadership and project management skills at work, network with colleagues at your workplace and in other industries, and create positive impact in our community.

We've prepared this guide to help you maximize your time and effort. Trust us, these tips are proven to work. If you follow them, your workplace campaign will be successful.

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WHERE TO BEGIN?

5 BEST PRACTICES FOR A SUCCESSFUL CAMPAIGN

1. PREPARE:

- Every company culture is different. United Way campaigns are flexible and easily customized. We'll help you tailor yours to match your corporate goals, philanthropic focus or time and resources.

2. ENGAGE: Make giving personal and meaningful

- **Be the first to pledge.** Then, thank those that follow your example.
- **Make it relevant.** Ask people about how much they spend on coffee or other small items per week. Would they be willing to donate that money to the campaign?
- **Invite Questions.** Be prepared for concerns by being knowledgeable about United Way's work.

3. MOTIVATE: Create specific events that inspire action

- **Make challenges achievable.** Asking people to give \$2 per week sounds easier than \$100/year.
- **Create a competition.** Whether it's between departments or floors, locations or branches, create a contest to see who raises the most money, has the highest participation rate or signs up the most volunteers.
- **Get creative.** See our handout for a list of different fundraising events/ideas.

INCENTIVES

So you've set your goals. Now to achieve them! Participation rates and average giving levels don't just magically increase. Here are some proven tips to boost them to the next level by engaging your team in the United Way.

When to use incentives

- Encourage first-time donors to make a gift
- Promote attendance at meetings or campaign events
- Persuade colleagues to turn in their pledge form by a certain date
- Encourage a pledge increase or leadership gift



Incentives if you DON'T have a budget

- Casual day stickers
- Prime parking spaces
- Pass for a long lunch
- Pass for sleep in late day
- Company merchandise/apparel
- Pot luck
- Traveling trophy for department with highest participation or percentage increase

Incentives if you DO have a budget

- Candy
- Free food
- Vacation time
- Celebration or department lunch
- Lunch of coffee with CEO
- Gift certificates
- Tickets to local sporting events or theatre events
- Gas or car wash certificates



United Way automatically enters any donor who gives \$25 or more into our sweepstakes raffle. See the flyer for more details.

We LIVE Here. | We GIVE Here. | It STAYS Here.

GLAD YOU ASKED

How does United Way establish its focus on community issues?

True to our founding spirit, whenever there is a need in our communities, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. We tackle unexpected challenges by supporting non-profit programs that provide emergency shelter and food access through the community.

Why should I give to United Way? Why not just donate directly to an agency?

Charitable giving is a personal and voluntary decision, and United Way of Sandusky County encourages you to do what is most comfortable to you. A gift to United Way of Sandusky County is an investment that benefits the entire community, not just one program, issue, or population.

- There are many valuable non-profit organizations in the area that you may care about. United Way provides an opportunity for your one gift to support a variety of local needs. If everyone designated their gifts to their favorite agency, many services to those in need would not be available to the community. Through one gift to United Way, you can accomplish so much good!
- You can also be assured that your gift to United Way of Sandusky County goes directly to funded programs that help people most in need. We also monitor funded programs and initiatives annually to make sure they are efficiently and effectively improving people's lives and making a positive impact.
- Finally, contributing through United Way guarantees agencies funds they can rely on every month rather than depending on sporadic contributions. Many nonprofits do not have access to your employees to ask them to give. United Way makes it possible for other nonprofits to benefit from every employee who gives.

4. ASK: "NOT BEING ASKED" IS ONE OF THE TOP REASONS FOR NOT GIVING

- Personal contact and positive attitude are critical to your campaign team's success.
- Utilize all corporate channels for "the ask".
- Make it personal. A personalized ask is best, particularly from a friend or colleague. Utilize personal connections and knowledge in emails and communications.
- Start off with people who already give. Their participation will build momentum.

5. THANK: RECOGNIZE EVERYONE'S CONTRIBUTION TO THE CAMPAIGN, NOT JUST THEIR DONATION

- **You can't thank them enough.** Say "thank you" when you pick up pledge cards and send out thank you emails.
- **Send a CEO communication.** Draft a thank you message for your CEO to send to all employees who participated in your campaign. Whether it's an email, intranet announcement, or a keepsake letter, the CEO's support can be key to success.
- **Celebrate with a thank you event.** It can be part of another company gathering or an event all its own. Either is a great opportunity to publicly honor participants, highlight results and showcase year-round engagement opportunities.

Live United
Year Round

Opportunities to LIVE UNITED don't end when your workplace campaign does. Encourage your colleagues to stay involved year-round by volunteering in our community. Explore local volunteer opportunities through our GetConnected volunteer portal at uwsandco.org.

WORKPLACE CAMPAIGN 101

New to United Way campaigns? This page is for you. For over 96 years, local businesses have been achieving their local philanthropic goals by giving back through United Way workplace campaigns. Why?

Because United Way works.

For 96 years, we have been rooted in our community, listening to local needs and developing partnerships and pathways to meet them. United is the Way to make the change you want to see in your community.

Because giving to United Way is easy.

Most people give via payroll deduction, pledging to have a certain amount taken out of each paycheck. United Way's materials are easy to distribute and collect.

Because there's something for everyone.

Donors can choose to designate their gift to a United Way funded program or to another 501(c)3. Since many local residents are impacted by United Way programming, almost everyone will know someone who's benefited (maybe even themselves).

Because United Way is effective.

United Way is the most effective way to direct your charitable donations to address the needs of Sandusky County. Through our Community Impact Grant process, we invest in local programs and agencies that are addressing our community's most pressing needs. We connect resources to accelerate community-wide solutions, bringing nonprofits, businesses, government, and volunteers together to improve lives by mobilizing the caring power of Sandusky County.



CAMPAIGN TIMELINE

Prior to the Campaign

- ☐ Meet with United Way representative to review last year's campaign
- ☐ Set up meeting with your company/organization leadership to enlist support
- ☐ Develop strategies, a timeline, and goals for this year's campaign
- ☐ Reserve room(s) for group meetings and/or special events
- ☐ Contact United Way to arrange for a speaker at group meetings
- ☐ Ask a member of senior management to serve as a Leadership Giving Chair
- ☐ Distribute emails and/or post information on company intranet leading up to the campaign to educate, build enthusiasm, and inform people of key dates
- ☐ Send out endorsement letter from company leadership

During the Campaign

- ☐ Distribute personalized pledge forms
- ☐ Run a separate leadership giving solicitation for those who have the potential to give \$500 or more annually
- ☐ Promote the campaign in company newsletters, intranet, and via email
- ☐ Hang posters and update thermometers regularly
- ☐ Make your own contribution to the campaign
- ☐ Follow up with anyone who has not yet turned in their pledge form

After the Campaign

- ☐ Complete contribution report envelope summarizing your results and return to United Way
- ☐ Hold event to wrap-up the campaign, announce results, and recognize those who volunteered and contributed
- ☐ Send out thank you notes and/or a letter signed by leadership
- ☐ Promote the results of your campaign in company newsletters, intranet, and via email. People like to find out how they did!
- ☐ Evaluate your results with recommendations for next year