

WORKPLACE CAMPAIGN TOOLKIT

WHAT IS A WORKPLACE CAMPAIGN?

A United Way of the Greater Triangle Workplace Campaign allows companies to make a direct impact in their communities. Employees can donate a portion of their paycheck to support United Way of the Greater Triangle's mission, often pre-tax, with many companies matching these donations to amplify the contribution.

CAMPAIGN HIGHLIGHTS AND BENEFITS

FOR EMPLOYEES

Offers knowledge about community issues, convenient payroll deductions, potential tax benefits, and a chance to support causes they care about.

FOR THE COMPANY

Positions the business as a community leader, improves employee engagement, and enhances customer loyalty.

FOR THE COMMUNITY

Broadens outreach, builds partnerships, and directs funds back to local programs, improving the quality of life for everyone.

WHY GIVE THROUGH WORKPLACE CAMPAIGNS?

COMMUNITY IMPACT

Your employees' contributions support the entire community by funding programs that tackle the Triangle's biggest challenges. United Way of the Greater Triangle leverages these funds with others for maximum impact, using data-driven strategies to address education, financial stability, and health.

EMPLOYEE ENGAGEMENT

Workplace campaigns enhance teamwork, boost morale, and give employees a meaningful way to make a difference. Running a campaign provides leadership opportunities and fosters a culture of giving back.

COMPANY BENEFITS

Campaigns position your business as a community leader, enhancing employee relations and customer loyalty. United Way of the Greater Triangle offers easy administration, and campaigns often gain recognition through media and corporate responsibility channels.

HOW TO START A WORKPLACE CAMPAIGN

1

PARTNER WITH UNITED WAY OF THE GREATER TRIANGLE

We will help customize a campaign that aligns with your company's values.

2

BUILD A TEAM

Recruit passionate employees across departments to plan and promote the campaign.

3

SET GOALS AND TIMELINE

Determine campaign goals and schedule kickoff and wrap-up events to build excitement.

4

PROMOTE PARTICIPATION

Use emails, posters, and company-wide meetings to educate employees about United Way of the Greater Triangle's work and impact.

5

CELEBRATE SUCCESS

Wrap up the campaign with a thank-you event and report results to show employees the difference they've made.

FUN CAMPAIGN ACTIVITIES

Casual Days: Allow employees to dress casually for a donation.

Bake Sale: Encourage employees to bring baked goods to sell.

Balloon Bust: Departments compete to burst the most balloons for charity.

Penny Wars: Departments compete by adding pennies to their jars (and sabotaging others with silver coins).

Executive Chair Race: Race office chairs for donations.

CAMPAIGN BEST PRACTICES

Recruit a Team: Gather a committee of motivated employees across departments.

Lock Down Logistics: Set clear goals and a short, focused campaign timeline.

Rally the Troops: Host kickoff events, promote volunteer projects, and use competition to drive engagement.

Consistent Communication: Keep employees informed and excited with updates through multiple channels.

Celebrate and Recognize: Thank donors with a wrap-up event, prize drawings, or personalized notes.

START YOUR CAMPAIGN TODAY!

Contact us to get started or for additional resources and support.



United Way of the Greater Triangle

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