Tips for Raising United Way Awareness in Your Organization

Looking for ways to make your workplace’s United Way Campaign a success year after year? The following ideas will not only help boost your organization’s campaign, but can also be included in your printed newsletter, E-newsletter, bulletin board, etc.

Tip #1: Your co-workers want to know how their gifts to United Way are being used to change lives in our community.
- Arrange for a group of co-workers to tour a United Way agency to learn more about specific United Way funded programs. They can then share their experience with others around the workplace.
- If you know of a co-worker who has received help from a United Way funded program, ask if he or she would be willing to share his or her story with co-workers.
- Do any of your co-workers volunteer with a United Way funded program or at a United Way member agency? Ask these individuals to write about their volunteer experiences and how the community partner works with United Way to change lives.

Tip #2: Your co-workers want to know about your organization’s past campaign success and involvement with United Way.
- Highlight your organization’s United Way campaign results for the past five years. Be sure to emphasize past success and encourage future success!

Tip #3: Keep the “Campaign ball rolling” by keeping your co-workers informed.
- Be sure to announce and remind your co-workers of all important Campaign dates: your company’s Kick Off, program fair, special events, celebration, etc.
- Announce the organization’s goal at the beginning of your campaign and provide frequent updates on progress. You may want to send these updates via email or create a “measuring stick” to be displayed in a common area.
- Place tidbits of United Way information in your company newsletter. Emphasize United Way’s efficiency and the fact that it is locally controlled.
- Highlight United Way funded programs of particular interest to your co-workers. For example, are many of your co-workers taking care of elderly parents? Let them know about support services that help the elderly remain in their own homes.

Tip #4: Say “Thank you!”
- Announce your final campaign results in your company newsletter, on banners and posters, via email, etc. Thank every person who contributed.
- Recognize your Campaign Manager and/or campaign team and all volunteers who assisted in making your campaign a success.
- Have the Campaign Manager, CEO/President, and other leaders write notes of appreciation to be read by all employees.
- Did organized labor and its leaders play a role in your campaign? Be sure to recognize these individuals publicly.

Tip #6: Remember that communications about United Way do not have to end when your workplace campaign does!
- Continuously keep employees informed about United Way by utilizing any of the above ideas throughout the year.
- Be sure that every employee is aware that United Way’s impact is not limited to campaign time. United Way changes lives every day of the year!