



United Way of Albany Co.

Annual Campaign

WORKPLACE COORDINATOR GUIDE

United Way Campaign Important Dates

August

- New Business Payroll Deduction Set-up
- Pick a Giving Strategy
- Volunteer for United Way Campaign Committees

September

- Payroll Deduction & Workplace Campaigns start
- Schedule United Way presentations
- **CAMPAIGN KICKOFF | Early Donor Deadline**

October

- United Way presentations at businesses, schools, & organizations
- Workplace Giving Events continue

November

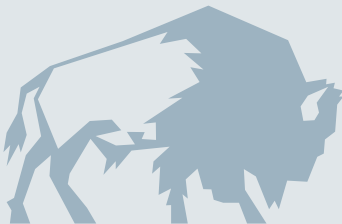
- Giving Tuesday
- Workplace Campaigns continue
- United Way presentations wrap up

December

- Day of Caring
- Start wrapping up Payroll Deduction & Workplace Events

Jan & Feb

- Mid-Jan | Deadline to modify payroll deduction information
- Jan 31 | Official campaign end
- February | **Campaign Celebration**





for a successful Workplace Campaign



Plan your giving strategy

There are many ways an organization can promote giving.

- Payroll deductions
- Fundraising events*
- Giving incentives*
- Be sure to make a goal!



Materials and Presentations

Request campaign materials from UWAC and schedule a presentation.



Promote Giving

Use the campaign materials to promote workplace giving.

- Email Blasts
- Letter Templates
- Fliers/posters
- Brochures and information
- **Did you meet your goal? Let us know!**

*EVENT & INCENTIVE IDEAS

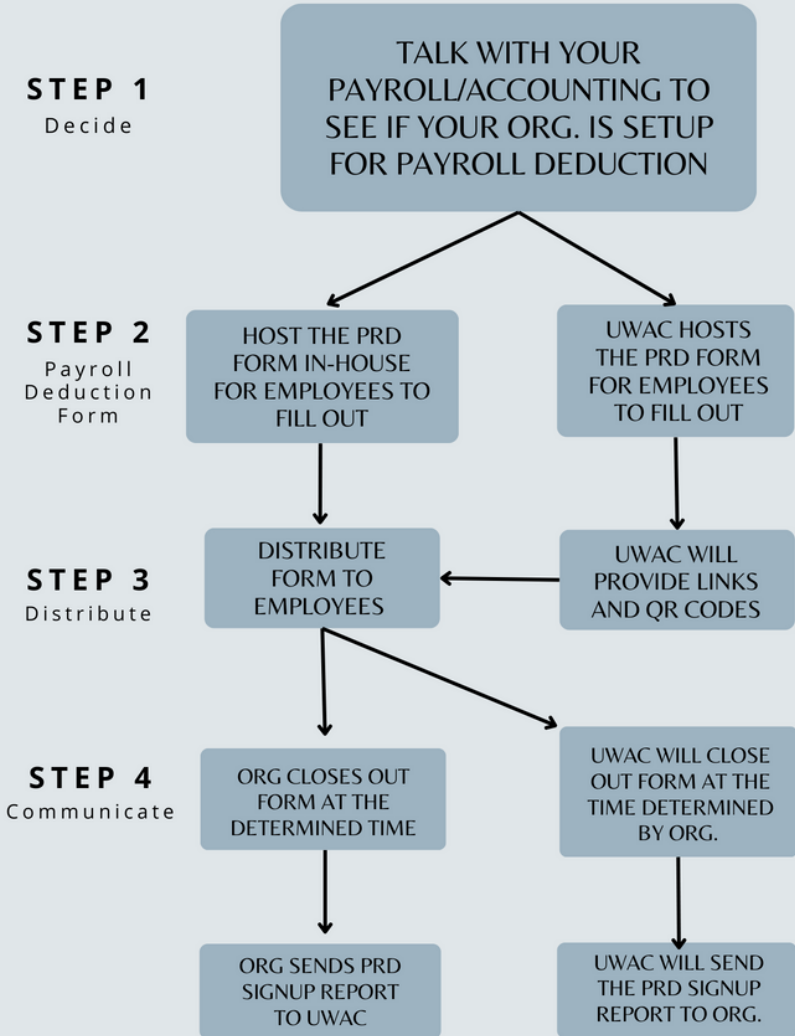
- Events by donation - taco/ice cream bar, Great Office Bake Off, themed-dress day, gift wrap day, trivia contest, office olympics.
- Prize drawings for donors, team challenges.
- Award PTO for donations of a certain level.
- Offer payroll deductions (see next page).
- Match donations raised through a special fundraiser or through the payroll deduction program.
- **Get your customers involved!**
Reserve United Way donation coin boxes or host a Round Up event.



Payroll Deduction

Starting a Payroll Deduction Program

(See front for Payroll Deduction dates)



Celebrate

the generosity of your employees!

Pacesetter Honor Levels

\$10,000+ Medicine Bow Peak

In-depth social media feature + Sugarloaf benefits

\$5,000-9,999 Sugarloaf Mountain

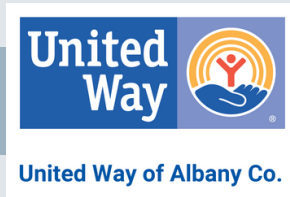
Laramie Peak benefits + social media highlight during spring/summer.

\$3,500-4,999 Laramie Peak



Spruce Mountain benefits + company specific social media thank you post

\$2,000-3,499 Spruce Mountain

Company Logo on website, company name listed in annual report, social media and Laramie Boomerang thank you, Invitations to annual kick off and campaign celebration, other Pacesetter Perks



Connect with us

 @unitedwayofalbanyco 710 E. Garfield St., Suite 240
 United Way Albany County Laramie, WY 82070

info@unitedwayalbanycounty.org

P 307-745-8643



View payroll deduction forms, workplace marketing materials, Calendar of events, and schedule a presentation at our website.
www.unitedwayalbanycounty.org