

You'll be surprised at how easy it is to get your United Way campaign up and running. Just follow these few simple steps!

## Before the Campaign

### Establish a Vehicle for Payroll Deduction

- By allowing your employees to fulfill their pledge through the workplace, you will see larger donations made towards the campaign. Many people cannot afford to make a significant one-time donation, but a regular deduction plan can be a far more affordable option.

### Appoint an Employee Campaign Coordinator

- This individual will coordinate all aspects of the workplace campaign. This person is encouraged to enlist the support of a campaign committee to assist in his or her efforts.

## During the Campaign

### Educate Your Employees about United Way

- Many people are unaware as to the work United Way does in their community. Your campaign manager will work closely with your campaign coordinator to educate your coworkers through the use of videos, marketing materials, personal speeches and more.

### Make the Ask

- The number one reason that people do not give to United Way is because they felt that they were not asked to give. Make sure every employee is given a paper or electronic pledge card, and use personal speeches or a formal, written letter to make certain that everyone feels that they were asked to give.

## After the Campaign

### Collect the Donations

- Tally the results, thank your donors and contact United Way. A member of the campaign team will collect your donations and submit them for processing.

### Establish a Pledge Payment Plan

- United Way of the Greater Dayton Area will invoice your organization regularly for pledges made through payroll deduction. Additionally, you may work with your campaign manager to establish a custom payment plan.