

# 2025 CAMPAIGN GUIDE

# NOW

*more than*

# EVER

United  
Way



®

# OUR MISSION

Our mission is to improve the lives and future of all people in the Spokane County community. We bring together individuals and organizations with the passion and resources to understand need and ensure opportunities for every individual to reach their human potential.

# OUR WORK

WE ENVISION A RESILIENT COMMUNITY THAT IS SAFE AND HEALTHY, HAS ACCESS TO A QUALITY EDUCATION AND SUSTAINED ECONOMIC MOBILITY

**Workplace campaigns are the most popular way for companies to partner with us and support the community where employees work, live, and play. Running a workplace campaign is a great way to foster team building, provide an opportunity for employees to give back, and meet your company's philanthropic goals.**

**Being informed is the best way to advocate for the Employee Campaign for United Way of Spokane County. We are focused on prevention and finding long-term solutions for pressing problems. This philosophy is guiding our work to move the needle in these critical impact areas:**



Education



Financial  
Stability



Health



Basic Needs

**With a resilient community at the center of our work, we invest in 29 agency and nonprofit partners on the frontlines of community led change. No matter what shape it takes - donor, volunteer, champion - your role as a changemaker is crucial to our work. We need your help to create a community where all people thrive regardless of income, race or place.**

# FAQ'S

## **Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?**

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively and make your ask without overburdening staff.

## **Q: HOW CAN WE COLLECT DONATIONS ONLINE?**

A: United Way of Spokane County offers a free online giving platform to collect your employee donations. This platform offers the ability to collect payroll deduction information, credit card gifts, "bill me at home" gifts, and checks. For more information about the giving portal, be sure to ask your resource development officer.

## **Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?**

A: Yes!

## **Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?**

A: Most campaigns take place from August to December, but they can happen at a time that is best suited for your organization.

## **Q: WHEN DOES PAYROLL DEDUCTION START?**

A: Payroll deduction usually runs from January– December 31. However, United Way does not set your payroll schedule; it is a company decision.

## **THANK YOU!**

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of people making a huge impact on the community.

You are a front line volunteer who raises awareness about the vital role United Way of Spokane County plays in the community. Together with passionate supporters like you, we're leading the charge to improve education, housing and financial security in Spokane County

We hope this guide will provide you with the necessary resources to run your campaign. Please reach out to your Engagement Officer who can provide additional support and guidance throughout your campaign.

# MAKE A DIFFERENCE.

## STEPS TO SUCCESS

**Businesses and community leaders can capitalize on their growth and opportunities to help United Way so much more. Supporting United Way is a powerful investment in helping people and helping your community, and corporate leaders trust that United Way is dedicated to partnering with the business community. One gift covers a broad spectrum of needs while creating long-term impact and addressing our community's toughest challenges. United Way is a long-standing expert in helping employees and companies give back to their community.**

### PREP

- Connect with your United Way Representative.
- Set campaign dates.
- Assemble a campaign team to help distribute campaign messaging.
- Set a campaign goal and theme that your campaign team and employees can rally behind.
- Plan for distributing company-wide messaging.
- Contact your United Way Representative for the campaign video, materials, and/or to schedule a presentation.
- Post United Way of Spokane County social media handles around the office.
- Run team challenges to encourage participation. Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.

### WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results!

### EXECUTE

- Use your planned messaging to launch the campaign. Consider getting leadership involved.
- Send messaging throughout the campaign on a company-wide level.

# SECTION 1 | CAMPAIGN PLANNING

BEFORE THE CAMPAIGN	(IDEALLY 4-6 WEEKS BEFORE CAMPAIGN KICKOFF)	Target Date
<b>*Attend the Employee Campaign Leader training</b> (live or recorded).		
<input type="checkbox"/>	<b>*Meet with your CEO and top level leadership</b> to ensure you have the proper support;	
<input type="checkbox"/>	<b>Confirm if leadership will have an active role in the campaign.</b>	
<input type="checkbox"/>	<b>Ask leadership about a corporate gift.</b> Matching employee giving can be a great incentive! Will there be a corporate gift? Yes/No      Will there be an employee match? Yes/No	
<input type="checkbox"/>	<b>*Meet with your United Way of Spokane County representative</b>	
<input type="checkbox"/>	<b>Recruit and train your campaign team.</b>	
<input type="checkbox"/>	<b>*Determine your goals.</b> Review last year's campaign date and establish goals for participation, funds raised:	
<input type="checkbox"/>	Corporate Giving \$ _____ Employee Giving \$ _____ Employee Participation _____ %      Donors giving \$1,000+ _____	
<input type="checkbox"/>	<b>Personalize your campaign</b>	
<input type="checkbox"/>	<b>Determine incentives:</b> will there be incentives to encourage employee participation?	
<input type="checkbox"/>	<b>Schedule your United Way presentation for employees</b> Date/Time: _____ Speaker: _____ Format/venue: _____	
<input type="checkbox"/>	<b>*Determine how you will collect pledges.</b> Using E-Pledge is highly encouraged- a simple, electronic way to communicate about campaign and collect pledge forms. Please <b>notify UW at least four weeks before your kickoff</b> to set this up. If unable to collect pledges electronically, digital and paper pledge forms can be made available. <b>E-Pledge?</b> Yes/No <b>Dates to send</b> (2 reminders recommended): _____ <b>Paper pledge cards?</b> Yes/No <b>How many?:</b> _____ <b>Date needed:</b> _____	

# SECTION 2 | CAMPAIGN PLANNING

## DURING THE CAMPAIGN

		Target Date
<b>*Hold your campaign kickoff:</b>		
<input type="checkbox"/>	Date/Time: _____ Venue/format: _____	
<input type="checkbox"/>	*Invite your CEO/executive management to share why they support the campaign.	
<input type="checkbox"/>	Host your speaker from United Way of Spokane County.	
<input type="checkbox"/>	*Arrange to have photos taken, to share with United Way and post on your organization’s social media platforms.	
<input type="checkbox"/>	*Share instructions for how to give and the campaign timeline. How are you distributing pledge cards? Will there be additional presentations? When will they receive e-pledge email? When is last day to donate? Are there activities/special events? Who should be contacted with questions?	
<input type="checkbox"/>	Check your progress regularly and send out reminders.	
<input type="checkbox"/>	Schedule a mid-campaign meeting with your team to monitor results.	
<input type="checkbox"/>	Reach out to staff that were unable to attend meetings.	
<input type="checkbox"/>	*Send out reminders about your campaign progress and end date.	
<input type="checkbox"/>	Include campaign photos and results in your updates (email, e-newsletter, intranet, website, social etc.)	
<b>HAVE FUN!</b> Build community and engage your colleagues.		



## SECTION 3 | CAMPAIGN PLANNING

AFTER THE CAMPAIGN	Target Date
<input type="checkbox"/> <b>*If using E-Pledge, please obtain pledge report from UW representative. If using paper pledge cards, please send to your UW rep.</b>	
<input type="checkbox"/> <b>*Thank everyone who participated for the difference they are making in our community.</b> Send an e-mail from you and/or your CEO to thank every employee. Write a thank you letter for your company's newsletter or intranet. Include a thank you note with paychecks.	
<input type="checkbox"/> <b>Schedule a thank you event or celebration</b> as a way to report results and convey gratitude.	
<input type="checkbox"/> <b>Encourage employees to sign up for United Way's eNews and connect with us on social media to stay engaged and informed.</b>	
<input type="checkbox"/> <b>Share your results</b> with your employees and your community.	
<input type="checkbox"/> <b>Include campaign photos and results in your wrap up communications</b> (wrap-up email, e-newsletter, intranet, website, social media etc).	
<input type="checkbox"/> <b>Send survey link to staff to give United Way feedback on the campaign.</b>	
<input type="checkbox"/> <b>*Schedule a debrief meeting with your United Way team</b> to document your success and discuss lessons learned.	
<input type="checkbox"/> <b>Document your notes for future campaigns.</b>	
<b>Resources for your campaign can be found at:</b> <b><u><a href="http://www.unitedwayspokane.org/tools-run-campaign">www.unitedwayspokane.org/tools-run-campaign</a></u></b>	

# CHECKLIST

**Your employee campaign has wrapped up and you are left with a stack of completed pledge cards and reporting forms.....what to do?**



## FOLLOW-UP

Please make sure you have followed up with employees who may have missed your campaign due to vacation, illness, or being away from work.



## COLLECT

Collect the pledge forms and any one-time gifts of cash or checks from participating employees (put cash and check in designated envelope). You are welcome to copy the pledge forms if you need them for your records.



## REPORTING STEP 1

Complete the employee listing sheet - be sure to record which employees have asked to remain enrolled (continuous givers). If you have continuous givers from last year, please include their details on the listing sheet too, so we'll know to count their gifts in your campaign.



## REPORTING STEP 2

Complete the Employee Campaign Summary card.



## REPORTING STEP 3

Complete the Corporate Pledge form.



## REPORTING STEP 4

Compile all the above into your Employee Campaign Report envelope: pledge forms, employee listing sheet, summary card, and any one-time gifts of cash or check. All these items will be picked up by your Loaned Executive (United Way Representative) and returned to United Way of Spokane County



## RETURN OPTIONS

1. Arrange for your United Way Representative to pick up the completed packet.
2. Contact a member of United Way staff @ 509.324.5036 or [lizb@unitedwayspokane.org](mailto:lizb@unitedwayspokane.org) if you can't reach the representative - we will come and get the envelope!





# TIPS

- Don't reinvent the wheel! Many ideas and best practices have been put forth with success, just ask your United Way representative for help.
- Keep engagement year-round by communicating and offering volunteer opportunities.
- Get your CEO involved and endorse United Way at meeting and through letters.
- Keep up-to-date with new hires by using our New Hires Pledge Form.
- Post United Way materials around your building.
- Use "FUN-draiser" ideas to engage employees into pledging.
- Create a "signature event" for your company to focus on every year at campaign time.
- Start up friendly inter-office competition!
- Thank employees by sharing what their contributions go towards in the community.
- Ask United Way representative for additional ideas or materials.



United Way of Spokane County

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