



United Way of King County

# Step by Step Toolkit



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## CAMPAIGN PLAN

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### Recruit your team:

- Get in touch with your United Way of King County staff member at (206) 461-3700 by asking to be connected with the workplace campaign team. They will help you plan and executive your workplace campaign.
- Bookmark [uwkc.org/get-your-company-involved/campaign/](http://uwkc.org/get-your-company-involved/campaign/) for all the campaign resources you need, like email templates, examples of programmatic work supported by campaigns, posters, etc.
- Recruit a campaign committee that can include: People from all departments, labor unions and retiree groups, long-time donors and United Way [Emerging Leaders 365](#) to your team.
- Ask your United Way staff contact to attend your campaign planning meetings.

### Develop a campaign plan:

- Talk to senior-level management about developing a budget for the campaign, speaking and attending campaign events, starting a matching program for employee gifts, and adding incentives that can increase participation.
- Ask your United Way contact about setting up an online giving portal to give employees a way to donate (paper forms are no longer available).
- Plan a campaign kickoff meeting for the first day of your campaign (either in person or virtually) with your United Way staff member. Including a speaker from United Way of King County is a great way to highlight an example of the work that is supported by campaign donations.
- As a campaign team, create a campaign timeline (usually 1-2 weeks), set campaign goals for donations, and provide opportunities for participation, either virtual or in-person special events.

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## CAMPAIGN TIME

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- Host a kickoff event and invite all staff. Your United Way staff member can help plan the event. Make sure to organize a speaker to highlight an example of the work supported by campaign donations.
  - Explain how people can participate in campaign activities.
  - Ask everyone to give what they are able and provide them the link to the giving portal.
- Provide regular updates to employees about the progress of your campaign and United Way of King County [program highlights](#).
- Host engagement events throughout the week. Hold raffles, auctions, contests and other fun activities to increase participation and giving. Your United Way staff member can provide some ideas.
- Use social media like [Facebook](#), [Instagram](#) and [LinkedIn](#) to keep it light and reach more people. Use @UnitedWayKC to connect your tweets, posts and photos to United Way so we can re-post them.
- Get young professionals at your company involved! United Way [Emerging Leaders 365](#) are young professionals who want to have a year of impact. Check out the events, volunteer opportunities, and other resources.
- Make a personal gift to United Way, and encourage your team to give too. It's easier to ask if you've already given!

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## CAMPAIGN WRAP UP

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- Schedule a wrap-up meeting with your United Way contact to evaluate the campaign and deposit special event donations.
- Announce and celebrate the campaign results with your team.
- Report final totals to your employees.
- Thank everyone!
- Congratulate yourself and your committee for a job well done! Your efforts deserve to be celebrated!
- Stay connected! From community events to exclusive volunteer opportunities, reach out to your United Way contact for ways to stay involved and drive positive change in King County. Stay connected!