**United Way of the Great River Region Fall 2024 Campaign**

**“Leading the Way*”***

**United Way of the Great River Region Campaign Material**

Campaign Letter

Sample Email for Employees

Promotional video: https://youtu.be/XohT9LkfU8U

Brochure (PDF/electronic version and paper version available)

United Way Pledge Cards (PDF/electronic version and paper version available)

**Steps for Conducting a Campaign**

Designated a campaign chairperson within your company or organization.

Send an email to all employees (use the template provided – includes a link to our video)

Hold a kickoff event or provide incentives to promote the campaign.

Schedule a visit from United Way staff and/or Board of Directors

Collect pledge cards, cash, and/or checks and turn into the United Way

Set up a process for payroll deduction (recommended: send UW checks monthly)

Return completed pledge cards to United Way by Friday, November 29, 2024

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| --- |
| **Company/Business/Organization Information** |
| **Name of Company/Organization:** |  |
| **Your Contact/Designee for UW Campaign:** |  |
| **Contact Phone Number:** |  |
| **Contact Email** |  |
| **Address** |  |
| **City, State, Zip** |  |
| **Number of Employees:** |  |

**Workplace Campaign Donation Options (check all that apply)**

[ ]  Employees make a one-time donation.

[ ]  Employees sign up for payroll deduction.

[ ]  Company/Organization matches employees’ donations.

[ ]  Company/Organization donation

[ ]  Special Events/Fundraisers held to add campaign donation.

[ ]  Employee incentives for giving (please list): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_