

To the all-important campaign coordinator –

Thank you for taking the time out of your normal work schedule to focus on running this employee campaign for your company. As you can imagine, this is a critical year for the United Way. Many local nonprofit organizations have cancelled fundraisers due to the COVID-19 restrictions in place and will need our help ***now more than ever***. Remember, 100% of this employee campaign goes back into the upper Ohio Valley helping families through crisis.

*We would love the opportunity to help you **grow your campaign** this year!* If you would like us to come **talk** about the United Way and what we do for the community, please let us know. If you would like us to record a short **video** for your company, we would be happy to do that.


One of the most effective ways to encourage employee campaign giving is to **offer incentives**. Some companies offer a chance at winning a **paid vacation day** while others offer a chance at winning a **gift card** (if this sounds like a good option for your company, we would be happy to provide the gift card!). You can also raise extra donations through donuts breakfasts, pizza lunches, raffle baskets, parking incentives or jeans days! We would be happy to help with any events you have for your company.

Another key for a successful campaign is **following up**. Keep the campaign window short and encourage employees to return the pledge cards by the end of the week/2 weeks. In the meantime, follow up by **reminding the employees** about the campaign during meetings and in emails. Remember to fill out the giving report and once you have collected all of the pledge cards, we would be happy to pick them up or you can mail/email them to us.

We can't thank you enough for being the *United Way Champion* for your company and helping us raise critical donations for the upper Ohio Valley. Remind your employees that we are the Ohio Valley's giving plan and if they have a charity near to their heart, they can designate their donation. Undesignated donations are given to programs within our partner agencies and will make a large difference in local families' lives.

Thank you for your volunteerism and dedication to the United Way!

Sincerely,

A handwritten signature in black ink, appearing to read "J. Rine".

Jessica Rine
Executive Director

A handwritten signature in blue ink, appearing to read "Madison Taylor".

Madison Taylor
Associate Director