

CAMPAIGN TOOLKIT



UNITED WAY
Salt Lake



WELCOME TO YOUR CAMPAIGN TOOLKIT!

Thank you for your leadership in this year's workplace campaign! At United Way of Salt Lake, we are driven by a bold mission to **change lives and ensure every Utahn has the opportunity to thrive**. Your support is key in tackling our community's toughest challenges like poverty, health, and education gaps.

This guide is here to help make your campaign easy, fun, and successful. We sincerely appreciate your dedication and the meaningful difference you're making in our community!



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GOAL SETTING WORKSHEET

Set a challenging, yet attainable goal. Be ambitious, but realistic!



PREVIOUS YEAR'S TOTALS

Previous Employees	#
Previous Corporate Gift	\$
Previous Leadership Givers	#
Previous Participation	%



CURRENT GOALS

Employee Contribution + Special Events = \$ _____
Corporate Grant or Gift = \$ _____
Corporate Sponsorship = \$ _____
Number of Employee Donors # _____
Total \$ _____
Increase of % _____

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BEST PRACTICES

READY TO KICK OFF YOUR CAMPAIGN? HERE ARE A FEW BEST PRACTICES TO SET YOU UP FOR SUCCESS!

1

Explore the United Way of Salt Lake Workplace Toolkit

We have everything you need to keep your team engaged and informed.

Visit our website to download toolkit assets such as email and social media templates, pledge forms, overview videos, and more.

2

Organize Company Support and a Corporate Match

Secure a corporate match to amplify giving.

Encourage your CEO to show support in meetings and communications.

Decide a budget for food, incentives, and other prizes for participation.

3

Build Your Team & Make it Fun!

Form a committee and make the campaign engaging by incorporating a theme, events, and incentives.

See page 3 for more ideas.

4

Thank Donors

Express appreciation to donors for their support and highlight how their contribution changes lives in our community.

CAMPAIGN TIMELINE AND CHECKLIST

USE THIS TIMELINE TO MAP OUT KEY MOMENTS, KEEP YOUR TEAM ENGAGED, AND MAKE THE MOST OF YOUR WORKPLACE CAMPAIGN.



Pre-Campaign

- Set campaign dates
- Schedule a 1:1 with a member of the United Way Support Team
- Create a campaign schedule and begin planning within your company



During Campaign

- Campaign kickoff
- Execute the campaign
- Send out reminder emails (see UWSL email templates) <https://uw.org/workplace-giving-toolkit>
- Take photos at your campaign events, share on social media, and tag @UWSL



After Campaign

- Confirm campaign results and totals with UWSL
- Receive and complete campaign feedback form

SPECIAL EVENTS AND THEME IDEAS

ADDING SPECIAL EVENTS AND CREATIVE THEMES CAN TAKE YOUR CAMPAIGN TO THE NEXT LEVEL. NEED INSPIRATION? HERE ARE SOME IDEAS TO GET YOU STARTED:



Campaign Theme Ideas:

- Beach (Catch the Wave of Opportunity) (A Sea of Possibility)
- Decades (Serving the Community is Timeless)
- Mission Impossible/Detective (Mission Possible)
- Olympics (Champions of the Community)
- Sports/Local Teams (United for the Win!)



Employee Incentive Ideas:

- Coupons or gift certificates
- Lunch, dinner, round of golf or ski day with the CEO
- PTO days for individual, team, or company goals
- Casual office attire days
- Movie or event tickets
- Late start or leave early days
- Parking Spots
- Company or campaign swag



Special Event Ideas:

- Bake Sale/Farmers Market
- Bingo/Trivia/Family Feud
- Carnival
- Employee Funniest Home Video or Photo Contest
- Fun Run
- Ice Cream Social
- Pizza Party
- Scavenger Hunt
- Ugly Accessories Contest

YOUR CAMPAIGN DOESN'T HAVE TO STOP HERE!

YOUR COMPANY CAN STAY INVOLVED AND MAKE AN IMPACT ALL YEAR LONG



Read Across America Day

MARCH: READ ACROSS AMERICA DAY

Help students and teachers celebrate the love of reading by volunteering in classrooms and leading literacy activities.



JULY-AUGUST: STUFF THE BUS

Host a summer school supply drive, then join us to fill backpacks with essential school supplies for 10,000 students across the Wasatch front.



SEPTEMBER: DAY OF CARING

Companies can connect with local projects that include beautification, cleanup, school improvement, and other community needs.



DECEMBER: SEASON OF SERVICE

Help make the holidays bright and the winter warm for families in need. Volunteer and donation opportunities will be available throughout November and December.

What does United Way of Salt Lake do?

United Way of Salt Lake envisions an inclusive community where all people can achieve their potential through access to education, financial stability, and healthy lives. We build powerful partnerships that achieve lasting change. We work with committed partners, volunteers, investors, individuals, and donors to change the world—starting in our local communities that need it most. We are fighting to make sure that every child, and every family, in our community can be successful.

How can I be sure my contribution is well managed and well spent?

UWSL is dedicated to being transparent and accountable in all that we do. Recently, Charity Navigator evaluated United Way of Salt Lake on our transparency and accountability. Overall, Charity Navigator gave UWSL a rating of 100 out of 100—a 4-star rating for exceptional transparency and accountability—exceeding industry standards. More information, including all our financial documents, are available online at: uw.org/financials-and-policies/

How much of my contribution goes to helping the community?

In 2011, United Way of Salt Lake stopped being a transactional fundraiser and pass-through organization. When you give to UWSL you are giving to support the core programs of 211, which helps people in crisis, and the Promise Partnership, which works to help every child in our region achieve their full potential by improving education, health, and economic mobility outcomes. As with a gift to any other well-run nonprofit, 100% is going to help the community: the majority supporting the programmatic work of the organization (70%) and the remainder (30%) supporting the operations, allowing us to effectively manage those programs, carefully steward donations, and achieve the results you are investing in.

- We encourage donors to evaluate the impact of their giving and the use of funds based on transparent reporting available online: <https://uw.org/financials-and-policies/>
- We also encourage donors to learn more about philanthropic impact; one place to start is with this TED Talk by Dan Pallotta, “The Way We Think About Charity is Dead Wrong” https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong/transcript?language=en

What financial safeguards are in place at United Way?

UWSL is committed to the highest standards of accountability and transparency when investing donor dollars. Among other controls, as a matter of practice, no single staff member is able to process any transaction from start to finish, and all checks must be signed by two authorized signers. The Finance Committee and Board of Directors review financial statements quarterly to ensure adherence to the budget. An independent accounting firm audits UWSL once a year and the Audit Committee and Board of Directors must review and approve each audit.

Why should I give to United Way and not directly to an agency?

No other single organization has the scope, expertise, or influence to bring together thousands of partners and volunteers, from all sectors, around the common vision of achieving long lasting results for a stronger, healthier community. When you give to a specific charity, you support only an individual cause. When you give to UWSL, your gift becomes part of the collective effort to strengthen our entire community. Your gift to UWSL allows you to accomplish more than you could alone, or through a single charity.

Why isn't my favorite nonprofit funded by United Way?

In some cases, an agency may be doing great work, but it may not have programs that align with the collective impact goals of United Way and its partners. In other cases, the agency may not meet United Way's rigorous criteria for performance and accountability.