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.**

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



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GOAL SETTING WORKSHEET

Set the goal. Rally your team. Make an impact.

PREVIOUS YEAR'S TOTALS

Total Employees	#
Total Corporate Gift	$
Percent Participation	%
Number of Employee Donors	#

CURRENT GOALS

Employee Contribution + Special Events	$
Corporate Match	$
Corporate Grant or Gift	$
Corporate Sponsorship	$
Number of Employee Donors	$

TOTAL $ **INCREASE OF** %

UNITED WAY Salt Lake

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've got everything to go so you can 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 a Corporate Match and Company Support

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 Employees

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)
- 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 the campaign feedback form

UNITED WAY
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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 Days (*A Sea of Possibility*)
- Decades (*Serving the Community is Timeless*)
- Mission Impossible (*Mission Possible*)
- Olympics (*Champions of the Community*)
- Sports (*United for the Win!*)

Employee Incentive Ideas:

- Coupons or gift certificates
- 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
- Company Trivia
- Carnival
- Employee Funniest Home Video
- Fun Run
- Ice Cream Social
- Pizza Party
- Scavenger Hunt
- Ugly Accessories Contest

MAKE A YEAR-ROUND IMPACT!

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.

STUFF the BUS

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.

DAY of CARING

SEPTEMBER: DAY OF CARING
Companies can connect with local projects that include beautification, cleanup, school improvement, and other community needs.

Season of SERVICE

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.

FAQs

UNITED WAY Salt Lake

What does United Way of Salt Lake do?

United Way of Salt Lake mobilizes community expertise, vital resources, and transformative partnerships to help 100% of kids and families thrive. We work with committed partners, volunteers, investors, individuals, and donors to improve access to basic needs and education outcomes for Utah kids and families.

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

United Way of Salt Lake 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?

When you give to United Way of Salt Lake, you are giving to support the core programs of 211 Utah, 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% of donations help the community: the majority supporting the programmatic work of the organization (80%) and the remainder (20%) supporting the operations, allowing us to effectively manage those programs 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.
- 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."

What financial safeguards are in place at United Way of Salt Lake?

United Way of Salt Lake is committed to the highest standards of accountability and transparency when investing donor dollars. 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 of Salt Lake and not directly to an agency?

No other single organization has the scope, expertise, or influence to bring together thousands of partners and volunteers around the common vision of achieving long lasting results for a stronger, healthier community. When you give to a specific charity, you support an individual cause. When you give to United Way of Salt Lake, your gift becomes part of the collective effort to strengthen our entire community and accomplishes more than one charity could alone.

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

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 of Salt Lake and its partners. In other cases, the agency may not meet UWSL's rigorous criteria for performance and accountability.