



Workplace Campaign Communications Strategy

To run a successful United Way CSO campaign, it is important to effectively engage and educate your colleagues on upcoming events and other related information. Doing so can be hard in a busy workplace. Below are some strategies (including timelines) that will allow you to use your workplace's internal communication channels to share campaign information and get the team excited about the impact they are making in the community. Creating visibility for the campaign is easy – and fun!

Think outside the box: you can use email, your intranet site, your company newsletter, elevator banks, electronic signage, and even social media to get your colleagues excited!

Get Noticed

Talk to your United Way CSO Staff Partner about print materials available to promote within your workplace (posters, factsheets, community profiles etc). These resources are also available online in our Campaign Toolkit. UWCSO can lend workplaces everything from banners to aprons to increase your campaign profile at events. If you would like a UWCSO Staff Partner at your event to assist – that can be arranged also.

Pre-launch (3 weeks before the campaign starts)

- ☑ Start building **awareness** about United Way CSO by sharing fact sheets and community profiles*
- ☑ Promote upcoming **events** starting with your kick-off. Use the *United Way Poster with blank white box* in the Campaign Toolkit to add details of your own events*
- ☑ Send an **email** letting employees know that the United Way campaign is nearing well before the kick-off date so people can set their calendars. Ask your UWCSO Staff Partner to provide a template.
- ☑ Check out the United Way YouTube page for **videos** you can share on your intranet. You will also find videos in the Campaign Toolkit.
- ☑ Start to put up United Way **posters** in visible locations such as elevators, lunch rooms, bathrooms and halls. Make a collage using a few to really get noticed!

**these items can all be found in the Campaign Toolkit under the "Campaign Materials" section*

Launch

- ☑ Ask your workplace Campaign Representatives to **dress in red** to increase visibility when they start their 1:1 canvassing on the first day of the campaign.
- ☑ Do your employees enter the worksite from the same place around the same time? Be loud and proud! Get your Campaign Representatives to greet people as they come in with a **coffee cart** and United Way materials. Check with your UWCSO Staff Partner to see if any UWCSO Staff can attend.
- ☑ Create a **screen saver** with a United Way message. Customize the screen saver to your workplace and make it available as an individual download or on your LAN.
- ☑ Share on your social media channels.
- ☑ Send an email reminding everyone of any **early bird draw** prizes and deadline to pledge.



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Mid-campaign

Once your campaign has kicked off, keep up the momentum! For example, if you are focusing on a challenge, send out updates to all staff or team leads with the current standings.

- ☑ Each day of campaign send an **email with a UWCSO fact** and a link to a corresponding story to learn more. Use the Investment Sheets and Community Profiles in the Campaign Toolkit for inspiration.*
- ☑ Keep the **Fundraising Thermometer (Goal Poster)** in a visible place and update it regularly.*
- ☑ Take lots of **photos** of your events to share on your social media channels. Don't forget to tag United Way.

Wrap-up

After your campaign wraps up, remember to share the results and impact with your staff in newsletters, and by email. It's a time to celebrate your success!

- ☑ Post your campaign totals on **social media** and tag United Way and invite UWCSO Staff Partner to hold a cheque presentation/media opportunity.
- ☑ Make sure everyone gets a thank you as soon as they donate.
- ☑ Ask your CEO to record a short video (use your iPhone!) thanking everyone for their contribution and sharing the result.

Off campaign season (January to August) Activities

Your donors want to know where their money goes in the community. UWCSO can provide communications updates year round. UWCSO will provide you with an appreciation event invitation. Talk to your Staff Partner for more information.

- ☑ Run a **newsletter** item about United Way's work in the community.
- ☑ Book an **Agency Tour** for your employees and take photos to share in company communications channels.*

**You can register for an agency tour in the Campaign Toolkit under the "Book a Speaker" section*

We are to help you! Please call our office to be connected to your UWCSO Staff Partner at 250-860-2356