

# CAMPAIGN TOOLKIT

## ECC Welcome Message & Guide

## Thank you for leading your organization's United Way MV workplace campaign!

As the Employee Campaign Coordinator (ECC), you are a valuable partner to United Way of the Mohawk Valley. By engaging your organization and co-workers, you are helping to improve health, enhance education, and support the livelihoods of 1 in 3 people in our community. No one person or organization can do this work alone, and now more than ever, your leadership is essential to help meet our community's ever-evolving needs. Thank you for being a key part of this important work.

## WORKPLACE CAMPAIGN OPTIONS:

***We understand that everyone's situation is unique, which is why we are offering three easy options for this year's workplace fundraising campaign!***

### Virtual (preferred method)

Donors will give through our online giving platform. United Way MV will provide the ECC with a complete employee donor listing to share with their payroll department.

### Paper

Donors will give using our paper pledge form. The ECC will return all paper pledge forms, checks, and cash to United Way MV with a complete employee donor listing. The ECC will provide a complete employee donor listing to their payroll department.

### Hybrid

Donors will have the option to give online or with our paper pledge form. The ECC will return all paper pledge forms, checks, cash, and an employee donor listing for paper pledges to United Way MV. United Way MV will provide the ECC with the combined online and paper employee donor listing to share with your payroll department.

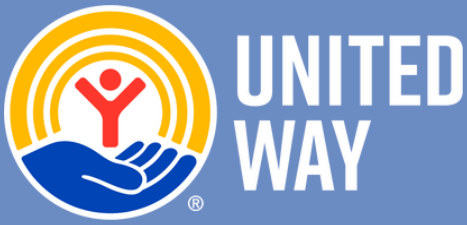
## UNITED WAY CONTACTS

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### THE BASICS:

#### Campaign Timeline

Traditionally, the best time to host a workplace campaign is between August and December. We suggest your campaign runs for about 2-4 weeks, depending on organization size. However, each organization is different. We will work with you to determine the best timeframe to run your workplace fundraising campaign.

#### United Way MV Presentations

Create excitement and engagement by kicking off your workplace fundraising campaign with a United Way MV presentation. Each campaign type has the option for in-person or virtual presentations. A United Way MV presentation will allow employees to learn more about their donation's impact!

#### Campaign Materials & Online Toolkit

We will provide you with the necessary printed materials, including brochures, pledge cards, and posters. You may also download and print them directly from our Online [Workplace Campaign Toolkit](#).

Our toolkit is packed with so much to help you create a successful workplace campaign, including shareable impact videos and graphics, helpful email templates, fundraising ideas, and more. [Workplace Campaign Toolkit \(unitedwaymv.org/campaigntoolkit.\)](https://unitedwaymv.org/campaigntoolkit)

***Please return all unused campaign materials to a United Way MV staff member listed below.***

#### Corporate Gifts

Organizations that plan to donate on behalf of the corporation should complete the Corporate Pledge Form and return it to United Way MV, 258 Genesee St, Utica, NY 13502, or one of the contacts below. You can also give online here:

***Please note that we incur a 3% transaction fee for corporate gifts made via credit card. We kindly ask you to consider increasing your gift to cover this cost.***

#### Payroll Deductions & Invoices

Campaigns completed by December 31, 2025, payroll deductions will begin the first payroll of January 2026 through the last payroll of December 2026. For campaigns that are conducted between January 2026 and June 2026, the timing of the payroll deductions may vary and should be coordinated with your organization's payroll department.

***United Way MV will email invoices with total employee pledges to employer's payroll department monthly unless we are directed otherwise. Mailed invoices are if needed.***

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