



United Way of the  
Mohawk Valley

# CAMPAIGN TOOLKIT

## ECC Welcome Message

### Welcome to your 2022 United Way Workplace Campaign!

Thank you for leading your organization's United Way fundraising campaign. As the Employee Campaign Coordinator (ECC) you are a valuable partner to United Way of the Mohawk Valley! You are engaging your organization in the fight for health, education, and financial stability of our community.

As our community has been presented with new challenges this past year, we are finding new ways to move forward, together. With every new obstacle, we see our community rise to the occasion. And now – more than ever – we need your help to continue to meet our community's ever-evolving needs.

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

We strongly encourage your workplace to consider running a virtual campaign. However, if your workplace is unable to run this type of campaign, please explore the campaign options below to best fit your needs.

#### Option 1: Virtual (preferred method)

Donors will contribute through our online giving platform. This includes a virtual presentation. United Way MV will provide an employee listing sheet to for the ECC share with their payroll department.

#### Option 2: Paper

Donors will complete our traditional paper pledge form. This includes an optional virtual workplace presentation. The ECC will provide an employee listing sheet to their payroll department and to United Way MV.

#### Option 3: Hybrid

This option is a combination of a paper and virtual campaign. Donors will have the option to complete our traditional paper pledge form or give online. This includes an optional virtual workplace presentation. The ECC will provide an employee listing sheet for all paper pledge forms to United Way MV. United Way MV will provide you with a complete employee listing sheet to share with your payroll department.

*Please note, in person presentations will be based on current CDC guidelines and the comfort level of your organization. All options include the choice to have a virtual presentation. Providing a presentation will allow employees the opportunity to learn more about United Way and their donations help thousands of people throughout the Mohawk Valley!*

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### Your United Way Contacts

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## REFERENCES

### Campaign Dates

For campaigns that traditionally run in the fall, payroll deductions begin the first payroll of the following year. Payroll deductions will run for one full calendar year (i.e. campaign completed between August – December 2022, payroll deductions begin January 1, 2023 and run through December 31, 2023.) In some cases, the timing of the campaign is contingent upon company, agency, organization, or district policies.

### Invoices

United Way of the Mohawk Valley will send invoices with total employee pledges to employer's payroll department monthly unless we are directed otherwise. Our preference to send by email. Mailing is also available.

### Campaign Toolkit & Materials

As an ECC you have access to United Way of the Mohawk Valley pledge forms, brochures, videos, email templates, posters, fundraising ideas, and more. All materials can be found online in our [Campaign Toolkit](https://unitedwaymv.org/campaigntoolkit) ([unitedwaymv.org/campaigntoolkit](https://unitedwaymv.org/campaigntoolkit).)

You may print additional campaign material such as pledge forms from the [Campaign Toolkit](#). You can also request additional printed materials from the Development Coordinator, or a contact listed below. Please return all unused United Way of the Mohawk Valley campaign material to the Development Coordinator, or to a contact listed below.

### Step-up Incentive

First time donors who contribute \$100, or existing donors who contribute \$100 more than they did the previous year are eligible to enter to win a \$2,500 Visa Gift card donated by our sponsor Staffworks.

### 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 [SandyA@unitedwaymv.org](mailto:SandyA@unitedwaymv.org). 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 consider increasing your gift to cover this cost.

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