



**UNITED  
WAY**

# CAMPAIGN TOOLKIT

Hybrid Workplace Campaign Guide

## PLANNING YOUR UNITED WAY WORKPLACE CAMPAIGN

**Contact United Way MV to schedule and share the below preferences.**  
Return completed form to Christine Perez [christinep@unitedwaymv.org](mailto:christinep@unitedwaymv.org) at  
**least two weeks prior to your start date.**

### Determine your workplace campaign **START** and **END** dates.

**Start Date:**

*The start date is when you will allow employees to begin making pledges. This usually coincides with a "kick off" email or letter with giving details, and/or a presentation.*

**Presentation Date:**

*Contact us to schedule an in-person or virtual presentation to align with your start date.*

**End Date:**

*The end date is the last day, or deadline, for your employees to make a pledge. When choosing an end date be sure to consult your payroll department on deadlines.*

### Choose your desired frequency of updated employee-giving reports. Reports are available on Thursdays by end of the day.

*United Way will provide you with a report detailing all online giving, including name and amount. **You will be responsible for providing any payroll deduction information from this report to your payroll department.***

*Choose from the following options:*

**Weekly**       **Mid-way and end of campaign**       **End of campaign only**

**YOUR ONLINE GIVING LINK WILL BE CUSTOMIZED UPON  
YOUR APPROVAL OF THE WORKPLACE CAMPAIGN**

### UNITED WAY CONTACTS

**Kassandra Garcia**  
Development & Marketing  
Manager  
[kassandrag@unitedwaymv.org](mailto:kassandrag@unitedwaymv.org)  
680-323-1140

**Christine Perez**  
Development and  
Communication Specialist  
[christinep@unitedwaymv.org](mailto:christinep@unitedwaymv.org)  
680-323-1143