



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Workplace Online Giving Platform

TAKE YOUR WORKPLACE CAMPAIGN DIGITAL IN JUST FIVE EASY STEPS.

1. Get Started: Contact United Way and answer these two questions:

a. What are your campaign's start and end dates?

Start Date: _____ The start date is when you will allow employees to begin making their donations. Usually, the start date coincides with an email or letter with giving details, and/or presentation.

End Date: _____ Your end date is the last day, or deadline, for your employees to make their gift. When choosing an end date be sure to consult your payroll department on deadlines to input payroll deduction donations.

b. Choose your desired frequency of updated employee giving reports.

Reports are available Fridays by end of day.

Choose from the following options:

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

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.**

2. Send details to your employees. Use our easy to implement email templates to send your staff our workplace online giving link.

[Digital Campaign Email Templates](#)
[Workplace Online Giving Page](#)

3. Employees make their gift by visiting our Workplace Online Giving page, where they will choose your business name, either payroll deduction or credit card, and complete the form.

If you require specific information that is not on the general Workplace Online Giving site, please contact your United Way contact to discuss a personalized giving link.

4. United Way sends you a giving report. This report will come based on your frequency chosen above.

5. Share the report with your payroll department. Payroll for most companies begins January 1 through December 31.

6. BONUS STEP: Add a presentation. Contact us to schedule today! (Virtual and pre-recorded options available.)

Your United Way Contacts

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