

# INTRODUCTION

## What exactly constitutes a Workplace Campaign?

A workplace campaign is an organized, company-sponsored fundraising drive where employees are asked to contribute to Mile High United Way.

- Campaigns make it easy for employees to give – through payroll deduction. A gift can be made over the course of a year or at one time.
- Campaigns educate employees and organizations about community issues – connecting them with their community and allowing them to make informed decisions.
- Campaigns maximize the impact of giving – your gift supports Mile High United Way's three initiatives.
- Campaigns ensure that community charities get the support they need.



Good planning usually starts with good questions. Your answers to these questions will give you a strong base to work from as you plan your campaign.

- Learn more about Mile High United Way's three initiatives. School Readiness, Youth Success and Adult Self Sufficiency. Giving to all three initiatives is the best use of your investment.
- Who in your company's management is supporting the campaign?
- Is your company structured by departments, work groups, geography, other? Consider structuring your campaign team along similar lines.
- What would be the best incentive to get employees to participate in the campaign? A day off? Special events? Prizes? Corporate match of their gift? An opportunity to volunteer?
- What techniques can you use to engage Leadership contributors? One simple tactic is asking donors who currently give between \$700 and \$999 to increase their gift to a Leadership level. Many may not be aware of how close they are already, and of the added benefits of Leadership giving.



MILE HIGH UNITED WAY BELIEVES IN THE POWER OF ONE.  
ONE Person, ONE Family, ONE Company, ONE Community.  
See what you can do.

**LIVE UNITED**



Mile High United Way  
Give. Advocate. Volunteer.  
[www.UnitedWayDenver.org](http://www.UnitedWayDenver.org)