

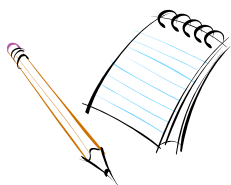
Introduction

Throughout this toolkit Mile High United Way will be noted as MHUW and your Donor Relations Representative will be DRR.

What exactly constitutes a Workplace Campaign?

A workplace campaign is an organized, company-sponsored fundraising drive where employees are asked to contribute to MHUW.

- 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 maximize the impact of giving – your gift supports MHUW’s three initiatives.
- Campaigns educate employees and organizations about community issues – connecting them with their community and allowing them to make informed decisions.
- Campaigns ensure that community charities get the support they need.



Tip!

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 MHUW’s three initiatives. School Readiness, Youth Success and Adult Self Sufficiency giving to all of 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.