



UNITED WAY
Northwest Georgia

SPREAD THE WORD:

Marketing your United Way of Northwest Georgia Workplace Campaign

Thank you for partnering with United Way to run a workplace campaign. For more than 80 years, we've been bringing people together and mobilizing resources to ensure every child, individual, and family in our community has the opportunity to thrive.

We've compiled helpful tips to guide you in running a successful campaign, building company-wide awareness, and engaging your colleagues every step of the way.

- ☐ **Deliver brochures.** Be sure each employee receives the United Way Brochure, either digitally or in paper format.
- ☐ **Upload PowerPoint slides to elevator and lobby screens and Internet sites.** You could also use these graphics to blast on social media and through email.
- ☐ Ask your human resources representative to include the **United Way Brochure** in each new hire packet so that new employees are familiar with United Way from their very first day on the job.
- ☐ **Schedule emails.** Forward Impact Stories and Impact Posters to your colleagues. Use the United Way Campaign Toolkit to find Workplace Email Templates.
- ☐ **Hang Impact Posters** in breakrooms or post them on your website.
- ☐ **Have fun with it!** Be creative. Highlight your campaign theme, team building events and donor incentives through desk drops, signage, or instant messages.

For questions or for more information, contact your United Way Account Manager.