

# 2020

# WORKPLACE

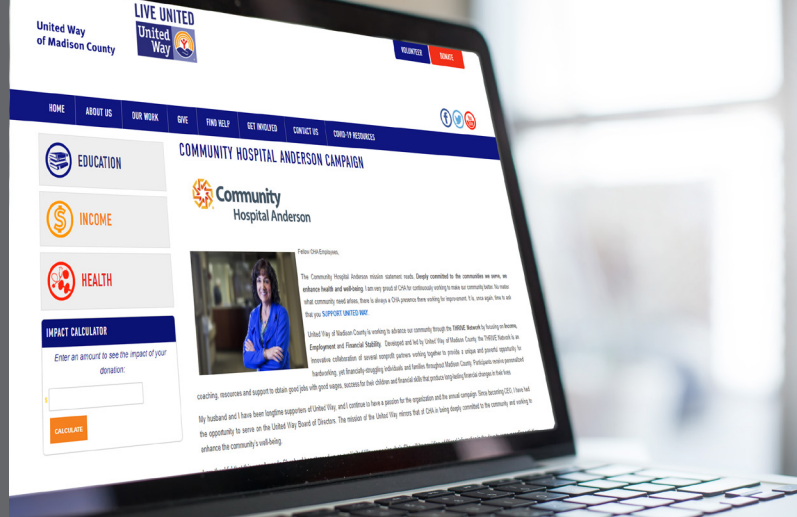
# CAMPAIGN

# OPTIONS

Circumstances surrounding this year's United Way campaign efforts at your workplace may have been impacted by COVID-19.

In response, we have put together a menu of options that can be considered for your workplace campaign. These include new options that can be done virtually and without face to face presentations.

Thank you for continuing to support United Way. Your support for local families has never been needed more. United, we can recover.



United Way of Madison County

TO BE CONTINUED

# Workplace Campaign Options for 2020 Campaign

## Traditional Campaign

- In-person presentation(s) with paper or mobile (or both) pledge forms that are distributed during presentation
- Option for paper and/or online pledge form distribution during presentation and through on-site Workplace Champion
- Additional campaign promotion by Workplace Champion:
  - Emails, workplace special events, etc.

## Online (Website & Email)

- Company-branded online website pledge form on United Way's website
- Campaign communications shared electronically by CEO or Workplace Champion. United Way will provide:
  - Prewritten email template for use
  - Link to short overview video
  - Link to online pledge form
- Additional workplace event fundraisers at workplace discretion

**NEW!**

## Mobile (Text-based)

- Employees texted a campaign link to their cell phone (options):
  - Campaign video presentation
  - Mobile-friendly pledge form with multiple giving options available (payroll deduct, credit, apple pay, bill me, etc.)
  - **Requires WORKPLACE to supply a list of employees and cell phone numbers (at minimum) for distribution**
  - Texts to be sent by United Way
  - HR will be supplied a spreadsheet of donations for payroll deduct at close of campaign
- Campaign announcement should be shared by CEO or Workplace Champion so that employees know to expect campaign texts
- Additional workplace event fundraisers at workplace discretion

## Rollover Campaign

- Workplaces can choose to rollover pledges from last year's campaign and forgo presentation option for 2020
- Permission email/text should be sent to current employee donors from company as notification of rollover with option for employee to opt out
- Additional workplace event fundraisers at workplace discretion

To discuss for your workplace campaign, contact  
Kim Williams at 765-608-3064 or [k.williams@unitedwaymadisonco.org](mailto:k.williams@unitedwaymadisonco.org)