

2020 Campaign Options

Your support for our United Way funds critical programs that change people's lives year-round. While we are still moving through these challenging times with COVID -19, the need in our community is still great- if not more than ever. As we prepare for our 2020/2021 Campaign, we know this year is going to look different for everyone, so we are launching a variety of options for companies to help support their campaigns. Thank you for your support and allowing the work to continue while we stay safe.

Rollover Campaign

Rollover giving is an easy way to continue your campaign, that allows your payroll donors the option to keep their payroll pledge in place until you run a traditional campaign again next year, without any action needed from the donor. We will provide the tools for you to reach out to your employees in case they would like to change their pledge amount, as well as, helping enroll new employees.

ePledge Campaign

E-Pledge is a new tool UWCV is utilizing this year. UW Staff will work with Employee Company Coordinators to train on how to roll out this option within their company. Employees will be emailed a link from their Company Coordinator to complete their pledge online. Once an employee submits their pledge online, their form will be sent directly to UWCV Database. This option reports live data that will be accessible directly to companies. Training for Coordinators will take place in August.

Traditional Campaign

A Traditional Campaign allows your employees to learn about United Way directly from an in-person kickoff and continuous engagement. If you think this is the best option for your company, we will work with you to define what that traditional campaign looks like this year on a case by case basis.

Virtual Engagement and Impact Tours

One component that will still be key to the success of your rollover, virtual, or traditional campaign is engagement. We know one important part of a workplace campaign is for employees to have opportunity to learn more about the United Way impact and the importance their dollar makes in our community. Your company can have a Virtual Kickoff that they can watch live or at a time most convenient for them. Our community wide kick off will be virtual this year, as well. Your company can choose virtual special events and other engagement opportunities to still stay connected to the work of United Way. Throughout the campaign United Way staff and your Campaign Coordinator will reach out to your employees with updates.

We will still offer Impact Tours this year, just virtually, so employees can join in on a live visit or access later when most convenient. No matter the option you choose, we plan to continue sharing the United Way message, giving employees the opportunity to stay connected to our work, showing how their gifts are making an impact in our community and thanking them for giving back.