



2025 AMBASSADOR GUIDE

Helpful tips for your workplace campaign

WHO

You (the Ambassador) and your team members lead your organization's United Way campaign and join hundreds of local companies in supporting our community.

WHAT

A United Way campaign is a time for workplaces to come together, have fun, and do good. Campaigns are usually 1-2 weeks long and can be virtual, in-person, or both. Employees can easily donate to United Way and participate in engaging activities.

WHERE

Your United Way campaign takes place at your workplace. Whether that's remote or in-person, your campaign can bring people together to raise money for your community. Your donations stay local.

WHEN

United Way partners with organizations year-round to engage their employees in supporting the local community. Most workplaces run their campaigns between September and January while United Way has additional staff support, marketing efforts throughout the community, and a chance to win awesome prizes.

WHY

When running a United Way campaign, you are addressing the most pressing issues in our community. Your donation directly supports solutions to big problems, uplifting individuals and families in need.

HOW

United Way staff can help you get started when the timing is right for you! We have lots of resources available to make it easy!



UNITED WAY
Wabash Valley

WORKPLACE CAMPAIGN GUIDE

✓ BEFORE THE CAMPAIGN

- Attend United Way ambassador training.
- Secure CEO/senior management support.
- Determine your participation goal, fundraising goal, and incentives.
- Recruit a team to help with the campaign; assign tasks.
- Meet with United Way staff to discuss campaign strategies and develop a calendar of events.
- Review the previous campaign's performance, opportunities, and challenges.
- Determine your campaign plan and time frame.
- Schedule your kickoff, United Way speaker, and any special events.
- Promote the campaign and distribute your calendar of events.
- Send a campaign kickoff letter from your CEO/senior management endorsing the campaign.
- Invite retirees to your kickoff event.

✓ DURING THE CAMPAIGN

- Hold a kickoff event with United Way staff and a nonprofit speaker.
- Ensure all employees have access to campaign materials and giving platforms.
- Hold a leadership giving or loyal contributor (10+ year donors) event.
- Keep the campaign alive by sharing success stories, community facts, and photos via your intranet.
- Conduct special events, lunch-and-learn sessions, and other activities.
- Monitor your progress towards your goals.
- Remind individuals who have not pledged to consider making a gift.
- Send reminders about campaign events, incentives, and deadlines.

✓ AFTER THE CAMPAIGN

- Ensure all pledges are received and sent to United Way.
- Announce results to all employees.
- Follow up on any corporate contribution or employee match. Calculate the results, review results with your committee members, and prepare your final report envelope for your United Way staff.
- Post campaign photos on your organization's social media networks.
- Evaluate the challenges and successes of your campaign. Keep the notes handy for next year.
- Thank all donors with a celebration event, letter, or email from your CEO and a presentation from a United Way representative.
- Talk to your campaign coordinator about how United Way can continue to improve its service.

WORKPLACE CAMPAIGN BEST PRACTICES

- 1. ASSEMBLE A TEAM**
Invite team members from various departments to help plan and execute your campaign. This will help spread the word and ensure all departments are encouraged to participate.
- 2. GET LEADERSHIP INVOLVED**
Employees will feel more motivated to give when they see leadership actively involved in the campaign and sharing why they support United Way. Ask leaders to attend campaign events, speak at kickoffs, and be involved as much as possible!
- 3. INCENTIVIZE**
Award prizes like PTO, extra company swag, and gift cards for participating in the campaign.
- 4. COMMUNICATE**
Be sure to share campaign events with your organization well in advance and share daily updates during the campaign.
- 5. CELEBRATE & THANK DONORS**
Be proud of the work you've done and share the impact with your team. Don't forget to thank your donors so everyone feels appreciated.



THROUGHOUT THE YEAR

- Keep employees updated on United Way activities
- Promote volunteer opportunities.
- Attend United Way events (Annual Meeting, Serve the Valley, Power of the Purse, Power of the Community).
- Share success stories.
- Offer lunch-and-learn sessions.

SAMPLE WORKPLACE CAMPAIGN SCHEDULE: ONE WEEK

MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, United Way, and a nonprofit partner. United Way can also provide [videos](#) to play at kickoff.

TIP: Incentivize employees by providing food and/or raffling off a prize to attendees.

TUESDAY | CAMPAIGN ACTIVITY 1

Compete in a quiz about coworkers, your company, United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt.

TIP: Suggest a small donation amount to participate in campaign activities.

WEDNESDAY | VOLUNTEER DAY

Encourage employees to volunteer with a kit pack activity, collection drive, or by heading out to a nonprofit partner to volunteer. United Way can help plan this volunteer activity.

THURSDAY | CAMPAIGN ACTIVITY 2

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

FRIDAY | CLOSING CELEBRATION

Celebrate a successful campaign and encourage last-minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal, like a pizza party or early dismissal.

Campaign Themes

- Decades (80s, 90s)
- Carnival
- Fall & Halloween
- Being a Kid
- Superheroes
- Night at the Movies

Campaign Incentives

- Premiere parking
- Time off
- Food, coffee, treats
- Company swag
- Don't forget to promote United Way's \$10K Giveaway

Daily Communication

- Ask employees to share why they give
- Share success stories and videos
- Use the sample communication and campaign materials



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SAMPLE WORKPLACE CAMPAIGN SCHEDULE: TWO WEEKS

MONDAY | CAMPAIGN KICKOFF

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, United Way, and a nonprofit partner.

WEDNESDAY | “UNITED IS THE WAY” WEEK

Encourage your employees to post on social media using our Social Media Toolkit!

TIP: Use prompts and a company hashtag to share your message across networks.

FRIDAY | EARLY BIRD DRAWING

Provide an extra incentive for those who donate by the end of the day. Add donors' names to a drawing for an extra PTO day, Coffee with the Boss, or a Flee at 3 Coupon!

MONDAY | VOLUNTEER OPPORTUNITY

Provide several volunteering opportunities in-person or virtual. United Way can help plan a kit pack activity, collection drive, or an event at a nonprofit partner.

WEDNESDAY | SPECIAL EVENT

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FRIDAY | CLOSING CELEBRATION

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TIP: Incentivize employees by offering a company-wide perk if you meet your fundraising goal.

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WEEK 2 | “UNITED IS THE WAY” WEEK

Encourage your employees to post on social media using our Social Media Toolkit!

TIP: Use prompts and a company hashtag to share your message across networks.

WEEK 3 | VOLUNTEER WEEK

Provide several volunteering opportunities in-person or virtual. United Way can help plan a kit pack activity, collection drive, or an event at a nonprofit partner.

WEEK 4 | CLOSING CELEBRATION

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

TIP: Incentivize employees by offering a company perk if you meet your fundraising goal, like a pizza party or early dismissal.

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