

Employee Giving Campaign Tips

A short, practical guide to running your workplace campaign — from the first planning conversation through thanking your team. Use what fits your workplace and leave the rest.

BEFORE YOU LAUNCH

- **Secure leadership.** Ask a senior leader to endorse the campaign and to give first. Visible support from the top is the biggest single driver of participation.
- **Set a goal.** Pick something specific — a dollar figure, a participation rate, or both. Last year's result is the easiest place to start.
- **Build a committee.** Recruit a few people from different teams and locations. Peers asking peers works better than an all-staff email.
- **Choose your dates.** Most campaigns run one to two weeks. This year's campaign period runs August 20 through November 27, 2026.

MAKE IT EASY TO GIVE

- **Offer both forms.** Share the pledge form in English and Spanish so everyone can take part in the language they prefer.
- **Explain payroll deduction.** Spreading a gift across pay periods lets people give more than they comfortably could at once. Show the maths: \$10 a pay period across 26 periods is \$260 a year.
- **Cover the other options.** Employees can also give by cash or cheque, by credit card as a one-time or monthly payment, or through securities.
- **Expect the designation question.** Gifts can go to the Community Impact Fund or be designated to another 501(c)(3). Be ready to explain both.

TELL THE STORY

- **Show the video.** Open your kickoff with this year's campaign video. It does the explaining for you in about a minute.



- **Invite a speaker.** United Way staff can join a meeting in person or virtually to talk about where the money goes.
- **Keep it local.** People give to their own community. Lead with what changes in Rhode Island, not with the organisation.
- **Post the poster.** Put the campaign poster where people actually gather — break rooms, entrances, near the coffee.

KEEP IT MOVING

- **Hold a kickoff.** A short all-staff moment to launch beats a memo. Fifteen minutes is enough.
- **Report progress.** Share a midpoint update against your goal. Momentum is contagious; silence is not.
- **Add some fun.** Friendly competition between departments, a dress-down day, or a leadership match all lift participation.
- **Make the ask twice.** Most people give after a second, personal reminder. One email is rarely enough.

CLOSE IT OUT

- **Say thank you.** Thank everyone who gave, publicly and quickly.
- **Report the result.** Tell your team what the campaign raised and what it funds. This is what makes next year easier.
- **Debrief the committee.** Note what worked while it is fresh and pass it to whoever runs the campaign next year.