Welcome! We are so excited you have decided to run a workplace campaign. You are joining hundreds of businesses in Cass and Clay counties to advance the mission of United Way and provide valuable support to local people in need.

Follow these easy steps to start your own workplace campaign:

Step 1: Get Management Support and Involvement
Involve your CEO and senior leadership in your campaign. It all starts at the top and campaign success is linked to management involvement. They can really help set the tone of your campaign.

Step 2: Identify a star employee to take on the role of Employee Campaign Coordinator (ECC)
This role works with a United Way representative or volunteer and acts as the main point of contact for the campaign. Consider forming a committee with people from different levels of your organization to help oversee planning and timelines. We encourage all ECCs to attend our Virtual Training event on August 3 or August 5 to become confident, informed and inspired to run a fun campaign.

Tip: Join us for a half hour informational session before ECC Training to help acclimate you to your new role - New ECC Training!

Step 3: Make a Plan
Set a goal for gifts and participation with your leadership team. Select your campaign dates and connect with a United Way representative or volunteer to discuss the many ways your team can give, pledge and invest. Decide if you’d like to have a campaign theme, incentives for giving or special events. Check out our website for many ideas and resources! We have even added some virtual ideas to accommodate teams working from home.

Step 4: Host a kickoff event or meeting for employees
Your United Way representative or volunteer will help with this process and can present at your event. Invite a United Way representative and/or an Impact Speaker to speak at employee meetings.

Tip: Add the United Way campaign to the agenda for a regularly scheduled staff meeting.

Step 5: Distribute pledge forms or begin online campaign
Encourage and inspire your team members to give. Send reminders to your team about the campaign and encourage investments in United Way.

Step 6: Thank and report back
Follow up with employees, thank those who have given and celebrate your accomplishments! Schedule a time for your United Way representative or volunteer to pick up your packet, or drop off your packet to our United Way office located at 219 7th St. S. in Fargo.

Questions? Contact a member of our Resource Development Team!

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