

GIVE
ADVOCATE
VOLUNTEER



United Way of Southern Nevada

EMPLOYEE GIVING CAMPAIGN TOOLKIT

*Simple strategies to build a team of fundraisers,
hand raisers, and game changers.*



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CONNECT WITH US!

*8 weeks before launch:
Get to know YOUR
United Way!*

STEP 1

- We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy for building stronger, more equitable communities!
- Call your United Way of Southern Nevada Employee Campaign Manager to get started. If you don't know who your contact is, call us at **702-892-2300** for assistance.
- Meet with your corporate leadership to discuss this year's goals and incentives.
- Determine the best giving platform for your company: a pledge form (printed and fillable PDF), online giving webpage, one-day fundraiser, or another other giving solution, etc. We will help you navigate the process!
- Plan a volunteer opportunity (or more) for your team. See volunteer project opportunities [here](#).



MAKE A PLAN!

*4 weeks before launch:
Plan for success!*

STEP 2

- Meet with the UWSN team member to strategize your internal campaign.
- The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.
- Set fundraising and participation goals, objectives, and a timeline, and identify and recruit your team.

Determine Your:

Campaign Goal	<input type="text"/>
Campaign Dates	<input type="text"/>
Campaign Theme	<input type="text"/>
Campaign Activities	<input type="text"/>
Team Volunteer Event	<input type="text"/>
Corporate Social Media Pages & Hashtags	<input type="text"/>



GET FUNDRAISING READY!

*4 weeks before launch:
Prepare for take-off!*

STEP 3

- Request a [pledge form here](#) and [poster here](#).
- Determine budget for campaign activities and incentives.
- Determine virtual fundraising, special events, incentives, and theme ideas.
- Get to know the UWSN Campaign Presentation Slide Deck [here](#).
- Encourage CEO/upper management to show support at meetings and volunteer projects as well as send communications to employees.
- Plan the best way to say Thank You to your team for participating in your campaign!



BUILD MOMENTUM

*2 weeks before launch:
Inspire your coworkers!*

STEP 4

- Tell employees how their dollars are making a difference. Post information on company intranet sites, in newsletter updates, or hang up posters. Share blog posts, stories, and social media posts from UWSN.
- Share stories of United Way's impact and how we are helping our friends, families, and neighbors thrive!
- Promote a culture of philanthropy. A successful campaign requires frequent communications and reminders. Encourage employees, managers, and executives to attend your upcoming campaign kickoff!
- Engage coworkers in the campaign through virtual engagement and volunteerism.
- Share your own personal story about why you support United Way.
- Schedule a campaign run-through with your UWSN support team and corporate team.



LAUNCH THE CAMPAIGN

Make the ask!

STEP 5



The number one reason people don't give is that they were never asked. Kick off your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in person.



Promote employee giving through email, social media, webpages, and around the office and include the campaign goal, dates, theme, and activities.



Create fun activities to drum up support and provide incentives for your colleagues to participate. Get competitive while giving back!

For example, offer earning an extra vacation day if you give in the first 24 hours, or purchasing raffle tickets to win a free lunch delivery or a subscription to Spotify.



Provide employees with customized pledge materials, informational emails, and contact information.



CAMPAIGN RESULTS

Reflect and Convey Gratitude

STEP 6



Review campaign results with your United Way team and share them with your team! For example, you can host a thank you celebration, publicize results in newsletters, emails, intranet sites, social media and more!



Plan year-round engagement with UWSN like donation drives, volunteer opportunities, and participate in UWSN's year-round events!



Share Gratitude! Let us help you thank your donors. Remember, we can't thank them if we don't know them! Sharing data is encouraged!



Check out UWSN's upcoming events including our annual Day of Caring, Women United Suit Drive, Warmth Drive, Women United Fashion Show Luncheon, and Golf United Tournament at [uwsn.org/events!](https://www.uwsn.org/events)

SPECIAL EVENTS & INCENTIVES

Use incentives, special events, and/or themes to help increase participation and excitement. These can also help raise extra funds to support our community!

Fundraising Ideas

- In-Person or Virtual Open Mic or Karaoke Night
- In-Person or Virtual Game Night
- In-Person or Virtual Workout Class
- In-Person or Virtual Bingo
- Costume or Room/Office Decorating Contest
- In Person or Virtual Trivia Night or Riddles Via Email
- Raffle/Silent Auction/50-50
- Giveaways/Contests
- Silent Auction
- Departmental Fundraising Competition
- In-Person or Virtual Talent Show
- UWSN Tours
- Ice cream social
- Prize Drawing
- Ugly tie, sweater, prom dress, or earrings contest
- In-Person or Virtual Family Feud
- In-Person or Virtual Pictionary
- Family Recipe Swap
- In-Person or Virtual Book Club
- UWSN Birthday Fundraiser (Toolkit Here)
- Bike-a-thon or 5K run/walk
- Baby/pet picture match game
- Employee Funniest Home Video

Fundraising Incentives

- Subscription Service (Netflix, Grubhub, etc).
- Coupons or gift certificates
- Dinner, lunch, or a round of golf with the CEO
- Dress down days
- Movie or sports tickets
- Mugs, t-shirts, key chains, etc.
- Prime parking spaces
- PTO- hour, half, or full day
- Sleep-in-late or leave-work-early days



Put a Little FUN in Your Fundraising!

CAMPAIGN THEME & THANK YOU IDEAS

Creating a compelling theme for a United Way fundraising campaign can boost engagement, while incorporating team gratitude ideas, such as personalized thank-you notes and recognition events, fosters a spirit of appreciation and motivation among participants.

Campaign Theme Ideas

- Broadway/Hollywood/Movies
- Carnival/Mardi Gras
- Decades/History
- Travel
- James Bond/Detective
- Music
- Olympics
- Sports/Local Teams
- Superheroes

Post Campaign Thank You Ideas

- Donuts/Ice Cream Social
- Delivered and in-office lunches
- Casual Dress Day
- Appreciation Notes on desk or via email
- Leadership Dinner
- Gift card giveaway
- Raffle
- Thank You Celebration





FAQS

What does United Way of Southern Nevada do?

UWSN serves our entire community, not just one cause. We fund programs that help students reach their potential, ensure there are pathways into the workforce, and help people avoid crises and maintain household stability. Our services vary widely, but they're each extremely important to the people who need us most. In 2023, we ensured:

- **9,000+** students received education assistance through pre-school scholarships, college support, mentorship, school supplies, and teacher training.
- **2,600+** people received career assistance through vocational training, professional clothing donations, resume and interview preparation, transportation support, and job placement services.
- **209,000+** individuals received assistance during crises through food, housing, and utility bill support programs, senior resources, and language access programs.

Why should I donate to United Way of Southern Nevada?

We tackle the problems that one organization can't solve alone. UWSN unites nonprofits, government agencies, and businesses to work together to create solutions to our community's most complex problems. Since 2015, we've empowered **1 in 4 Southern Nevada residents**. Whether it's supporting a young student in learning to read, providing a family with a safe place to rest their heads at night, or offering professional clothing to empower a young mother in her job search, UWSN is here to help.

Is my gift tax-deductible?

YES! UWSN is a federally registered 501(c)(3) not-for-profit corporation. Donations to United Way of Southern Nevada are tax deductible to the extent allowed by an individual's or corporation's circumstances. Please consult with your tax advisor and keep a record of your gift.

Will the money I give to United Way stay in my local community?

YES! The money raised in Southern Nevada stays here, unless you, as the donor, request that it be sent elsewhere.

Are there other ways I can contribute to United Way?

YES! Please join us and GIVE, ADVOCATE, and VOLUNTEER. There are options available for you to use your skills and passion to create a more equitable community for all with United Way of Southern Nevada. To find out more about volunteering, please visit uwsn.org/volunteer.



CONTACT US!



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uwsn.org



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