

# WHY RUN A WORKPLACE CAMPAIGN?



United Way  
of Yellowstone County

## A TYPICAL WORKPLACE CAMPAIGN

- Runs for 2-3 weeks September through December. (You choose the timeline that best serves you).
- Uses United Way marketing materials and pledge forms.

## SMALL BUSINESSES. MAJOR CORPORATIONS. NON-PROFITS.

- Participating in a United Way campaign gives your organization the opportunity to learn firsthand about the needs in Yellowstone County, as well as provide rewarding team building experiences through all-season volunteer opportunities.
- 71% of surveyed employees say it is imperative to work where culture is supportive of giving and volunteering.

## A RESPECTED BRAND

Increase your brand exposure and elevate your corporate identity by connecting your brand with United Way, one of the most respected and recognized brands in the world.

## UNITED

- Every year, we encourage the entire community to gather funds, knowledge, and passion to address immediate needs. Our work focuses on regarding education, financial stability, and health.
- We organize and lead hundreds of organizations in the fight against homelessness, hunger, drug abuse, and kids dropping out of school.

## TRUSTED

United Way of Yellowstone County has a 4-star rating on Charity Navigator, the highest rating on the nation's largest and most-utilized charity evaluator. United Way meets all 20 Standards of Charitable Accountability established by the Better Business Bureau.

## EFFECTIVE

Our programs improved the lives of more than 23,924 people last year and our funded Partner Agencies provided 180,543 meals, counseling sessions, shelter, and more. Money raised here stays here, and 88 cents of every dollar donated goes directly to programming.

# LIVE UNITED

**United Way aspires to create better life opportunities for everyone by engaging people and inspiring action to help build a better community.**

## WE MAKE IT EASY

- United Way of Yellowstone County offers a simple, convenient way for your employees to support the community and causes they believe in.
- Your employees can give in regular increments, via payroll deduction through paper pledging or an online system.
- A workplace campaign will help your company give back to the place your employees call home.
- Your employees will be able to tap into volunteer opportunities offered by United Way.

## LOCAL

- Since 1961, UWYC has strived to make Yellowstone County a community where everyone, no matter their station in life, has the opportunity to achieve their potential.
- We fundraise throughout Yellowstone County and invest in our local community. Through an in-depth research and granting process, organizations are selected to receive funding to support our initiatives.

## YOUR ROLE AS AN EMPLOYEE CAMPAIGN COORDINATOR

- Serve as main contact between United Way and your workplace.
- Lead the planning and coordination for a successful campaign.
- Collect and submit pledge forms and donations to United Way.
- Position your organization as a philanthropic leader in Yellowstone County.



For further detail on running your Campaign, check out the [Campaign Toolkit](#) on our [website](#).

Or contact Lisa McDaniel at:

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