



# United Way of Becker County 2024

## Ten Easy Steps to a Successful United Way Employee Payroll Campaign

### 1. HAVE FUN!



### 2. Review Past Performance & Set Goal

- Don't try to do everything yourself!!!!
- Set this year's goal and PUBLICIZE it!!!
- Determine when drive dates. Short campaign time frames work best.



### 3. Secure the Support of Your Top Management

- Ask CEO/manager to write a personal letter, email or speak to all employees in support of the United Way payroll campaign

### 4. Recruit Your Team

Employees from different Departments  
**HAVE FUN**

### 5. Team Building

- Solicit ideas for FUN
- Get ideas for prizes
- Create Competitions
- Discuss campaign goal  
**HAVE FUN**



### 6. Campaign Resources

Will you use incentives?  
Give "Sleep In" time  
Award "Preferred Parking Spot"  
Participate in "Casual Dress Days"



### United Way Materials

- Brochures/pledge forms
- United Way Video/Posters
- Participating Agency Speakers



**MAKE  
AN  
IMPACT**

7. Spread the News- *Many times people just want to be asked to give*

- Employee publications
- In-house email blasts
- Display posters
- Table tents in break room
- Display you goal and your progress in attaining it.

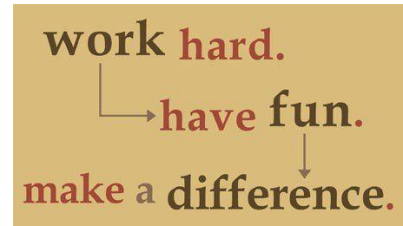


**HAVE FUN**

8. Employee Meetings

**HAVE FUN**

- Welcome & discuss purpose of meeting
- Start meeting with a FUN activity
- Pass out brochure/pledge card to employees
- Explain Pledge Card/Leadership Giving  
Pledge card is attached to brochure
- Explain pledge payment options - Payroll deduction, Direct Billing, Bank Bill Pay, Charge Cards, Paypal
- Any PARTNER AGENCY may be designated
- Collect pledge cards or have them turned in to your Payroll Department



9. Report the Results Up 10%

- Let people see what they have done - **TOGETHER**
- Give pledge cards to your payroll office
- Complete **United Way Payroll Deduction Report**
- **Return Campaign Report, pledge cards & Report Envelopes to United Way**
- To deliver or have campaign materials picked up. Contact,  
Laura Koenig - 218-234-6146 - [lckoenig@bremer.com](mailto:lckoenig@bremer.com)  
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10. Say "Thank You"

- Thank employees in department meetings, newsletter, emails or posted communications
- Recognize and thank your Campaign Committee

