



United Way of Central Maryland Fundraising Guide

*United Way: Promoting equity and increasing
access to life's basic needs.*



United Way
of Central Maryland

UWCM.ORG



Steps to Fundraise Successfully



PREPARE

- Set fundraiser dates. Allow plenty of time to create strategic messaging and to get your online donation portal set up.
- Assemble a fundraising team to help distribute United Way messaging across each department or team. A good ratio is one fundraising team member per every 25 employees.
- Set a fundraising goal that your fundraising team and employees can rally behind.
- Set key points for distributing company-wide messaging, e.g. fundraising announcement, launch day, mid-fundraiser, final push, and thank you.

EXECUTE

- Use your planned messaging to launch your fundraiser. Consider using video messages from your organization's leadership to encourage donating.
- Send messaging while fundraising on a company-wide level.
- Run team challenges to encourage participation. Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- Utilize your fundraising team members to keep the fundraising top of mind on team conference calls or through personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.



WRAP UP

- Finalize results with your online giving platform. Submit payroll deduction information to your HR or payroll processing department.
- Consider sending a thank you note to the entire company and those that donated.
- Thank your fundraising team.
- Celebrate your results!



Make it S.O.C.I.A.L.

SHORT & SWEET

Digital fundraising works best when kept to two weeks or less. The longer the time, the less momentum.

OVERALL GOALS

Clearly state your goals - dollars raised, number of participants, average donation, volunteer hours, etc.

COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communications and storytelling. This helps connect people to the mission.

IMPACT

Provide impact numbers that show what your donation can do at various giving levels.

ACCCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping progress of the fundraiser at the top of all communications.

Best Practices

KICKOFF:

- Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to United Way of Central Maryland.

UTILIZE AVAILABLE RESOURCES:

- The Workplace Fundraiser toolkit is available online at uwcm.org/fundraising-resources. The toolkit includes email messages, videos, social media posts, presentations, and more.
- Your United Way Relationship Manager can guide you through steps, as well as help you goal set, train your team and more.
- Need something that is not available in the online tool kit? Ask your Relationship Manager!

COMMUNICATIONS:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your Fundraising Committee make individuals asks of their team. Consider phone calls instead of emails when making these asks. People give to people.

INCENTIVES:

- Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- Consider using an employee's donation as entrance into a raffle, rather than an additional cost for a ticket.

EVENTS:

- Encourage employees to participate in virtual and in-person volunteer opportunities on their own, or as a company.
- Find opportunities to create virtual events: host a Zoom kickoff for employees to hear from company and fundraising leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.

- If possible, consider having in-person events once your workplace fundraiser is launched to promote donation options and have a little fun.
- Popular in-person events include dress down days, potluck lunches, silent auctions, and bake sales. Your United Way Relationship Manager can provide you with messaging and talking points for these events.
- A full list of opportunities available can be found at volunteermid.org.

MEMBERSHIP NETWORKS:

- Do you want to mobilize the caring power of communities to improve lives? Promote or join one of our membership networks! When donors make a qualifying donation, they join a vibrant network of members who gather together to network, volunteer, and learn about the issues and the solutions from local leaders. Learn more at uwcm.org/membership-groups. Membership Networks include:
 - » **Tocqueville Society**
 - » **Emerging Tocqueville Society**
 - » **Leaders United**
 - » **Women United**
 - » **Emerging Leaders United**

RECOGNITION AND THANKS:

- Send personal thank you notes to each of your fundraising committee members.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- If possible, host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email, or intranet.

Frequently Asked Questions



Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE FUNDRAISER RUN?

A: The average workplace fundraiser runs for one or two weeks. Long campaigns often take up additional time and resources. One to two weeks is sufficient to kick off your fundraising, get the message out effectively, and make your ask. An exception could be if you are at a very large or multi-site company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of Central Maryland offers a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your companies size and needs, and can collect payroll deduction, credit card, and e-check. For more information, contact your United Way Relationship Manager.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes, United Way of Central Maryland is a 501(c)(3). All donations are tax deductible.

Q: WHEN SHOULD WE HOLD OUR WORKPLACE FUNDRAISER?

A: Most fundraising takes place from July to November, but they can happen any time that best suits your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January 1 - December 31. However, United Way does not set your payroll schedule; it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: We make it possible to donate to any 501(c)(3) nonprofit through United Way. If you choose to give directly to United Way, your investment will help to strengthen our local communities through our impact work.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace fundraiser, you join a passionate group of change-seekers and trailblazers creating lasting change.

You are a frontline volunteer who raises awareness about the vital role United Way of Central Maryland plays in the community. Together, with passionate supporters like you, we're leading the charge to make communities more livable, opportunities more equal, families more stable, and lives better for those who call Central Maryland home!

We hope this guide will provide you with the necessary resources to fundraise. Please reach out to your United Way Relationship Manager who can provide additional support and guidance throughout your fundraising.

United Way Provides What's Needed, Where It's Needed.



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