

WORKPLACE CAMPAIGN

INTERNAL COORDINATOR GUIDE

Thank you for supporting our Campaign this year!

The effort you put into your workplace campaign is a vital key to Salina Area United Way's success this 2023-2024 campaign season. We are so excited for our 13 Funded Partners this year and to give back to some amazing organizations within our community to make a greater impact.



We have provided the 'Workplace Campaign Toolkit' this year with everything that you need to make your campaign a success! From flyers to social media graphics, Salina Area United Way has you covered. You can find the toolkit at: www.unitedwaysalina.org/workplace-campaign-toolkit



Marketing Collateral

We encourage you to use any and all flyers that we have provided to **spread the word** about workplace campaign to your organization's employees! These can be printed to hand out personally or for bulletin board/break room purposes. Under this tab you can also find the employee **pledge form** for all employees to fill out to successfully participate in workplace campaign.



Social Media

Several options of graphics are provided to you to use on your social media channels spreading the word to employees and the general public about your organization's participation in Workplace Campaign and the impact it makes on our community. We encourage you to post the 'Proud Supporter of Workplace Campaign' graphic once we kick off our campaign season!



Internal Email

Not only are the graphics provided good to use for social media purposes, but would be a great addition to internal email **blasts and updates** that go out to your employees. The 'Number Breakdown' and 'Small Gifts' graphics hit the nail on the head about how payroll deduction ends up making a **huge impact through smaller donations** that accumulate throughout time. Put these to use!



United Way Logos

Our logos are a part of the workplace campaign toolkit for you or your organization's marketing team to have **access to creating and branding** your own collateral or social media content to help spread the word about Workplace Campaign. The more **vocal** your organization is about United Way and payroll deduction, the more successful your overall campaign will be!