Thank you for joining Tulsa Area United Way (TAUW) by representing your company as the Employee Campaign Coordinator (ECC). The United Way staff is ready to support you through your fundraising drive! Check out fundraising drive resources at www.TAUW.org/GivingHQ or call us anytime at 918.583.7171.

1 PLAN
- Recruit your Fundraising Committee.
- Establish a Fundraising Timeframe (Insert dates below).
  Start Date: __________________________
  End Date: __________________________
- Choose your Engagement Events.
  - TAUW staff education session
  - Nonprofit partner presentation
  - Nonprofit partner tours
  - Nonprofit partner volunteer or educational fair
  - 211EOK educational session
  - Affinity Groups learning session
  - Community Data Presentations: Living Wage or Community Insights
  - Customizable engagement activities

2 PROMOTE
- Distribute fundraising drive information in emails and employee publications.
- Share CEO endorsement email/video.
- Publicize incentives for giving (Insert incentives below).

3 RUN
- Schedule and conduct employee meetings or an all-employee kickoff.
- Promote and show the United Way Fundraising Drive Promotional Video(s).
- Hold special events (Insert special events or incentives below).

4 WRAP UP
- When your fundraising drive concludes, contact your Organizational Giving Manager to wrap up and finalize all documents.
- Print out the emailed Report and place in your Report Return Envelope.
  - Contact your Organizational Giving Manager or physically deliver your campaign report to our lockbox.
- Complete Fundraising Report either online or physical copy.
- Give all original payroll pledge cards or report of gifts to your payroll department.
- Make all checks out to Tulsa Area United Way.
  - Do not hold personal checks more than 15 days.
- Email spreadsheet of donors to campaignreport@TAUW.org.
  - Or include copies of payroll pledge cards in your return packet; ensure all donors also keep a copy.
- Share campaign pictures/content with Tulsa Area United Way.

5 THANK YOU
- Report final results and thank employees through department meetings, company newsletters and email messages.
- Celebrate the successes!
HOW TO PLAN A GREAT WORKPLACE CAMPAIGN

THANK YOU FOR ALL YOUR HARD WORK!

LEARN MORE AT TAUW.ORG
OR CALL 918.583.7171

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR FUNDRAISING DRIVE RUN?
A: Depending on your organization, the average drive runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your drive, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?
A: Yes. For additional information, please visit www.TAUW.org.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?
A: Tulsa Area United Way offers a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your company’s size and needs and can collect payroll donations, credit card, and e-check说不出的其他捐赠方式。For more information, or a demonstration of the site, email campaign@tauw.org.

Q: WHEN SHOULD OUR GIVING FUNDRAISING DRIVE RUN?
A: You can run anytime! Most campaigns take place sometime between July and November, but they can happen at a time best suited for 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 timeline. Our team will work with yours to determine the best payroll timeline for your organization.

Q: IF I NEED SERVICES, WHERE CAN I GET HELP?
A: Tulsa Area United Way operates an information and referral service called 211. Simply dial 211 or visit www.211EOK.org to search online. You can also view a list of Tulsa Area United Way nonprofit partners at www.TAUW.org/partneragencies.