THE GOAL

United Way of Hampshire County engages and inspires the people, employers, and organizations of Hampshire County to give, advocate, and volunteer on behalf of our community.

Our vision is that all individuals and families have the tools and resources to reach their full potential through education, economic security, and wellness.

Lifting together, we build strong, vibrant, and inclusive communities.

KEY RESPONSIBILITIES

- Develop an effective campaign strategy including dates, goals, volunteers etc.
- Coordinate campaign kickoff and events
- Encourage employee participation
- Educate employees about United Way of Hampshire County’s community objectives
- Be creative and have fun
- Remember to say “Thank you!”

YOUR CAMPAIGN CHECKLIST

Prior to the Campaign

☐ Meet with United Way team member to develop a campaign strategy, timeline and goals, and to obtain campaign materials
☐ Meet with your CEO/company leadership to confirm involvement
☐ Promote your campaign using materials from the “Workplace Toolkit” at uwhampshire.org

During the Campaign

☐ Kick off your United Way campaign!
☐ Host employee meetings and invite a United Way representative to present on community needs and what we can accomplish together
☐ Follow up with employees to ensure each employee has an opportunity to give
☐ Organize special campaign events
☐ Share campaign photos and news with United Way!

After the Campaign

☐ Gather pledge forms, tabulate results and complete the Campaign Report Envelope
☐ Send copy of pledges to your payroll department
☐ Thank your employees for their participation
☐ Join the fun and be recognized at our annual Celebration!

YOU HAVE THE TOOLS!

- Visit our “Workplace Toolkit” at uwhampshire.org for materials and instructions.
- Questions? Contact us at 413-584-3962!