

# COMMUNICATE WITH YOUR EMPLOYEES BEFORE, DURING AND AFTER YOUR CAMPAIGN

Communicating year-round about United Way of Coastal Carolina is a great way to increase awareness in your workplace. Year-round communication lets employees know that United Way is strengthening our community throughout the year, not just at campaign time. Here are a few ideas to help motivate, inspire, educate and encourage:

- Link your company's website to the United Way of Coastal Carolina's website for easy employee access at [www.unitedwaycoastalnc.org](http://www.unitedwaycoastalnc.org)
- Display United Way posters in break rooms and hallways
- Create a United Way bulletin board to communicate how dollars are at work
- Email success stories to your staff
- Distribute United Way of Coastal Carolina e-newsletters
- Distribute "Thank You" payroll stuffers at the conclusion of your company's campaign

## COMMUNICATE FROM THE TOP

Letters endorsing the campaign should be personalized as much as possible and should come from the top company leadership. This sends a clear message that the campaign, as well as the individual employee, is important. And last, don't forget to thank the employees. Their generosity and caring deserves to be recognized.

## SAMPLE E-MAIL OR VOICEMAIL

To: Employees of "your organization"  
Subject: United Way of Coastal Carolina campaign

(Company)'s United Way kickoff is on (date). Let's take this opportunity to help people, do something special for our community and have fun doing it.

(Add details about your kickoff event and campaign plans and goals).

(Signed: Your United Way Employee Campaign Coordinator/Campaign Committee)  
(List Names)

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## CAMPAIGN SUPPLIES

The tools listed below will help you with year-round communication and campaign events. Contact your United Way staff to order.

### Campaign Brochure

The brochure contains essential information about the impact United Way of Coastal Carolina is making.

### Local Campaign Video

A local campaign video is available this year. Use this in your break rooms (continuous loop) available or link it to your Company's website.

## NFL Schedules

### Posters

Posters are available for display on your walls, lobbies and bulletin board to promote your campaign

### United Way of America Catalog

The catalog includes incentive gifts, awards, banners, and other items you can order for your company's campaign. Ask your United Way staff for a copy or go online at [www.unitedwaysupplies.com](http://www.unitedwaysupplies.com)

### United Way T-Shirts

Local campaign shirts are available for purchase as an added incentive. Place your order with your United Way staff.