



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Digital Workplace Campaign Guide

PLANNING YOUR UNITED WAY WORKPLACE CAMPAIGN

Contact United Way MV to schedule and share the below preferences.

Return completed form to Kassandra Garcia at KassandraG@unitedwaymv.org at least two weeks prior to your start date.

Determine your workplace campaign START and END dates.

Start Date:

The start date is when you will allow employees to begin making pledges. This usually coincides with a "kick off" email or letter with giving details, and/or a presentation.

Presentation Date:

Contact us to schedule an in-person or virtual presentation to align with your start date.

End Date:

The end date is the last day, or deadline, for your employees to make a pledge. When choosing an end date be sure to consult your payroll department on deadlines.

Choose your desired frequency of updated employee-giving reports. Reports are available on Thursdays by end of the day.

*United Way will provide you with a report detailing all online giving, including name and amount. **You will be responsible for providing any payroll deduction information from this report to your payroll department.***

Choose from the following options:

☐ **Weekly** ☐ **Mid-way and end of campaign** ☐ **End of campaign only**

**YOUR ONLINE GIVING LINK WILL BE CUSTOMIZED UPON
YOUR APPROVAL OF THE WORKPLACE CAMPAIGN**

UNITED WAY CONTACTS

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