



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Hybrid 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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