



United Way of the  
Mohawk Valley

# CAMPAIGN TOOLKIT

## Paper 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](mailto: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 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.*

### Returning pledges and reporting for payroll.

*You will be responsible for collecting paper pledge forms, cash, and checks, to return them to United Way MV at the end of your campaign. Also, you will be responsible for providing payroll deduction information to your payroll department.*

## UNITED WAY CONTACTS

**Kassandra Garcia**  
Workplace Campaign &  
Development Specialist  
[kassandrag@unitedwaymv.org](mailto:kassandrag@unitedwaymv.org)  
[315-733-4691 ext. 234](tel:315-733-4691)

**Jack Pflanz**  
Director of Development &  
Communications  
[jackp@unitedwaymv.org](mailto:jackp@unitedwaymv.org)  
[315-733-4691 ext. 232](tel:315-733-4691)