

# SPREAD THE WORD:

## Marketing your United Way of Northwest Georgia Workplace Campaign

Thank you for choosing to run a campaign with United Way. For almost 80 years, we have been uniting the community and mobilizing resources so that every child, individual, and family thrives.

We've put together some tips on running a successful campaign, creating company-wide awareness and getting your colleagues involved.

- Deliver brochures.** Be sure each employee receives the 2023 brochure, either digitally or in paper format.
- Upload PowerPoint slides to elevator and lobby screens and Internet sites.** You could also use these graphics to blast on social media and through email.
- Ask your human resources representative to include the **United Way New Hire Brochure** in each new hire packet so that new employees are familiar with United Way from their very first day on the job.
- Schedule emails.** Forward Impact Stories and Impact Posters to your colleagues. Use the United Way Campaign Toolkit to find Workplace Email Templates.
- Hang Impact Posters** or post them on your website.
- Have fun with it!** Be creative. Highlight your campaign theme, team building events and donor incentives through desk drops, signage, or instant messages.

*For questions or for more information, contact your United Way Account Manager.*