



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](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.*

#### 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**

**ONLINE GIVING LINK:** <https://bit.ly/unitedgive>

### 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)