

# Communicating Your Message

## Start the Countdown with Promotions

- Distribute CEO endorsement to announce the campaign company wide.
- Compile stories about co-workers who benefited from or volunteers for a United Way program. Visit our web site or email [unitedway.stacey@tznet.com](mailto:unitedway.stacey@tznet.com) to receive Success Stories.
- Encourage your campaign team to talk about the campaign with coworkers to create awareness and build excitement.

## Utilize Your Established Channels

### [Web site, Intranet, Newsletters, Memos, Bulletin Boards, etc.]

- Place United Way logo or web banner and link to Marshfield Area United Way Web site on your site or Intranet.
- Post dates to special events and activities, progress reports and results of employee contributions—update as needed.
- Make training manuals easily accessible.
- Publish articles about your campaign—update employees on community campaign.
- Run video at group meetings or on in-house video monitors on continual basis.

## Don't forget the power of face-to-face methods

- Set aside 5-10 minutes in a weekly staff meeting.
- Ensure campaigners contact their assigned employees directly.
- Use payroll stuffers to inform employees about campaign.
- Publicize campaign dates, timeline, incentives, results and contest winners.

## Continue United Way message throughout the year

- Familiarize new hires with your company's caring culture.
- Encourage retirees to stay involved by continuing their pledge.
- Use company communication channels to educate by sharing success stories and how employee contributions make a difference throughout the year.
- Distribute payroll stuffers and display posters on bulletin boards.
- Educate employees: They can receive a monthly e-newsletter by signing up through the pledge form or Web site. Employees can also learn about volunteer opportunities by signing up through the pledge form.
- Set computers default search engine to GoodSearch to donate to United Way with every Internet search.
- For more information e-mail [unitedway.stacey@tznet.com](mailto:unitedway.stacey@tznet.com).

Need posters, goal thermometers, table tents, balloons, pins, T-shirts or other materials?

Review our **Material Request Form** for all the available resources and tools we have to offer. Fill out your request, fax, call or e-mail and we'll get you the materials you need to run your campaign.