



Workplace Giving Campaign Guide

1. **Choose Campaign Dates**

Decide on the start and end dates for your workplace campaign. Consider aligning with key internal events or employee engagement periods. A brief grace period after the official end date can help with any final pledges or follow-up.

2. **Schedule a Kickoff Event**

Select a date and time for a kickoff breakfast, town hall, or staff gathering to build excitement. Morning events often work well to set the tone for the day. Aim to host it close to the campaign launch to keep the momentum strong.

3. **Complete Digital Pledge Setup**

Fill out the required materials for your workplace's digital giving platform. If the process feels overwhelming, consider scheduling a brief working session to complete it together.

4. **Identify Campaign Ambassadors**

Nominate staff members who can serve as campaign champions. These individuals will help encourage participation, answer questions, and boost engagement. Consider staff from departments not previously represented to expand reach.

5. **Develop a Communications Plan**

Create a strategy for how you'll announce and promote the campaign. Think creatively — videos, themed emails, and fun team challenges are great ways to get people involved. Align your message with this year's campaign theme: *United Is The Way*.