

AFFINITY GROUPS

UNITED WAY OF GREATER WATERBURY WOMEN UNITED®

In more than 165 United Ways across the world, more than 55,000 women are coming together through local Women United chapters. In the Greater Waterbury area, we are focused on United Way's three impact areas: Basic Needs, Education, and Financial Stability.



The United Way of Greater Waterbury Emerging Leaders is a network of young professionals age 20-40 who live or work in the 10-town region and share a passion to enrich our community. The group provides a platform to impact change throughout our community and to grow personally, professionally and socially.



Have children in your life? UPSTARTERS is a youth volunteer engagement opportunity that gives local youth age 10-17 exposure to the role they can play in addressing community needs. Rather than hoping that youth learn about volunteerism or philanthropy by the time they are adults, UPSTARTERS provides opportunities today!

For additional information contact:
UnitedWay@unitedwaygw.org / 203-757-9855 x123
Please include your company and contact information



SOCIAL MEDIA - EXPAND YOUR AUDIENCE!

Share your campaign successes by connecting with us on social media! Amplify the lasting impact you're making across the Greater Waterbury region by tagging or mentioning United Way of Greater Waterbury when you post on your company and individual social media accounts.

- facebook.com/UnitedWayofGW
- twitter.com/unitedwayofgw
- instagram.com/unitedwayofgreaterwaterbury
- linkedin.com/company/united-way-of-greater-waterbury

CAMPAIGN LEADERS GUIDE



Post University
James C. Smith Spirit of Excellence Award
2023-2024 Campaign



Torrcos
James C. Smith Spirit of Excellence Award
2023-2024 Campaign

A NOTE FROM YOUR CAMPAIGN CHAIR



David Ferraro
President
Carpin
Manufacturing
2024/2025
Campaign Chair

unitedwaygw.org

On behalf of our community, thank you for helping lead your organization's United Way of Greater Waterbury campaign. I am grateful for your leadership and excited about all that is in store this year. You are joining a team of dedicated staff and hundreds of volunteers around the region as we work together to make Greater Waterbury a thriving place that every person in every neighborhood is proud to call home.

Whether this is your first year as a workplace campaign leader, or you are a campaign veteran, this guide is full of best practices to help you run a best-in-class workplace campaign. I strongly encourage you to review this year's **Find it in Your Heart** campaign messaging, and connect with your United Way representative to assist you in planning your United Way campaign.

United Way brings businesses, government, nonprofits, community leaders, and donors together to tackle challenges in the areas Education, Financial Stability, and Basic Needs. Together, we are providing individuals and families the tools necessary to reach their full potential, providing a hand up to a better tomorrow.

Thank you for joining us!



5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN



1

LEARN ABOUT OUR IMPACT

We want to understand you and your goals and tell you more about our impact.

- **Call your United Way representative to get started.** They will help you create and manage a successful campaign.
- If you don't know who your representative is, call us at 203.757.9855 x123 or email UnitedWay@unitedwaygw.org.



2

PLAN YOUR CAMPAIGN

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set **campaign goals**, objectives and a timeline, and identify and recruit your team.
- Identify pledge format (online, paper or both)
- Learn about various strategies to make your campaign fun and engaging. **Call us, we have lots of ideas!**



3

INSPIRE CO-WORKERS

Your campaign impacts real lives, and we can help you share those stories.

- **Promote your campaign.** Get your marketing and communications team involved!
- Help your team see the impact their gift creates by engaging in **United Way's** year round volunteer opportunities or ask us about United Way Affinity Groups.
- **Share your own personal story** about why you support United Way.



4

MAKE THE ASK TO GIVE

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an **energetic and inspiring ask to give!**
- Have your company CEO participate by writing a letter or making a speech. **CEO commitment and leadership is the #1 predictor of success.**
- Ask for a gift peer-to-peer. **Talk to us about asks that feel right for your team.**



5

THANK YOUR DONORS

- **Let us help you thank your donors.** Remember, we can't thank them if we don't know them! Sharing data is encouraged!
- Review **campaign results** with your United Way team.
- **Share the impact!** Publicize the campaign results in your company newsletter, intranet, social media channels or a message from the CEO.

CAMPAIGN LEADER CHECKLIST

