

# Why Run A United Way Campaign?



## WHY RUN A UNITED WAY CAMPAIGN?

We find that most people in our 10-Parish Service Area of Capital Area United Way want to help those in need, but frequently do not know how. United Way makes it easy for employees to give back, knowing their gift is going exactly where it is needed. Whether you are a small business, a major corporation or a nonprofit, you can join the supportive local businesses and organizations that run workplace campaigns each year.

## WE MAKE IT EASY

Through a workplace campaign your employees will experience the satisfaction of seeing their donations turn into programs, projects and services that create impact on people's lives. When they see the needle moving on important social issues in our community, they will know your company or organization helped to make a difference and they will feel proud of their collective accomplishments. There are many advantages to running a United Way workplace campaign:

- Capital Area United Way offers a simple, convenient, and efficient way for your employees to support the community and causes they believe in.
- Your employees may give in regular increments, via payroll deduction through an easy to use system or through paper pledging.
- A workplace campaign will help your company to achieve its Corporate Social Responsibility goals.
- Your employees will be able to tap into a wealth of volunteer opportunities via Volunteer UNITED.

## WHAT CAN WE EXPECT IF WE PARTICIPATE?

Capital Area United Way will partner with you to develop a customized fundraising campaign that aligns with your corporate values, as well as the particular interests of your employees. We will provide training and support to assist you in building your fundraising team and running an effective campaign. We will provide you with the tools and resources needed to be successful. Your organization will be listed in our annual report and many other media opportunities may arise throughout the year.

## WHERE DO WE START?

We are here to help! Contact our Vice President of Resource Development, Amey Shortess Crousillac at [ameyc@cauw.org](mailto:ameyc@cauw.org). She will be eager to discuss the best opportunities for your business or organization to give back, through a workplace campaign.

Begin by checking out our Campaign Center at [www.cauw.org/campaigncenter](http://www.cauw.org/campaigncenter) which is loaded with information and resources to help you run a successful workplace campaign. United Way is a tested leader in workplace giving and we thoroughly vet grantees annually to ensure we provide donors with access to the most effective nonprofit organizations in the area. Contact us today to begin helping your community!

When we LIVE UNITED, we all win!