

## Why conduct a workplace campaign?

When your business partners with United Way of the Eastern Panhandle, you gain access to numerous ways to connect your employees to the communities where they live and work. Whether your employees want to invest in their community through charitable giving or volunteerism, we can assist you in increasing your company's impact in the community.



**United Way**  
of the Eastern Panhandle, Inc.

There are many advantages to running a United Way workplace campaign:

- United Way offers a simple, convenient way for your employees to support the community and causes they believe in.
- A workplace campaign will help your company to achieve its Corporate Social Responsibility goals.
- Employees feel good about working for an organization that supports the community in which they work and live.
- A United Way campaign with an established goal energizes a team, which increases morale and fosters a sense of corporate pride.
- Employees will gain a greater sense of community awareness and will have the opportunity to become familiar with health and human services agencies and their programs.
- Your employees may give in regular increments via payroll deduction or with a one-time gift paid via check or credit card.
- Supporting United Way of the Eastern Panhandle ensures that your organization's charitable giving will yield the most possible impact in our community.
- Our annual campaign celebration event honors and thanks those who champion our cause by "Living United".

## Interested in partnering with us?

We can work with you to create a strategy to engage your employees and meet your philanthropic goals. Opportunities include workplace giving campaigns, event sponsorships, and employee engagement and volunteerism. United Way of the Eastern Panhandle will provide you with all the tools and support you need.

United Way of the Eastern Panhandle will provide you with strategies, and resources to help make your campaign (whether it be virtual or in-person) a success. And remember, United Way staff and volunteers are here to help in any way we can.

If you would like to learn more about starting a workplace campaign, contact us at [info@uwayep.org](mailto:info@uwayep.org). For more information, check out our Campaign Toolkit at [uwayep.org/campaign-toolkit](http://uwayep.org/campaign-toolkit).