

Communicating the Campaign on your Intranet

Informing and educating employees about the United Way Campaign is often challenging for larger companies. Consider using your intranet to meet get the word out about United Way. Here are some helpful hints as you start on your communication plan:

1. Post UW Campaign information on your intranet:
 - Calendar of events
 - FAQ
 - Employee Campaign Coordinator Contact information
 - Silent auction link
 - Digital thermometer to show your progress
 - Create links to various pages on www.liveunitedanc.org – a current news release, success stories, photo gallery, etc.
 - Your marketing department staff has access to logos, pictures and many creative ideas. Consider recruiting an employee from the Marketing department to keep the United Way info current on your intranet.
2. Share stories of employees who have a connection to United Way. It may be someone who has been helped by an agency, volunteered or advocated. This informs employees of the good work in our community, and they learn more about their fellow employees.
3. Power of Your Gift. These examples reflect how much a contribution can advance the common good in our community. Visit the Campaign Toolkit on www.liveunitedanc.org for examples.