

SPREAD THE WORD:

MARKETING YOUR

UNITED WAY OF GREATER NASHVILLE WORKPLACE CAMPAIGN

Thank you for choosing to run a campaign with United Way. For over 100 years, we have been uniting the community and mobilizing resources so that every child, individual and family thrives.

We've put together some tips on running a successful campaign, creating company-wide awareness and getting your colleagues involved.

- ❑ **Deliver brochures.** Be sure each employee receives the campaign brochure, either digitally or in paper format.
- ❑ **Upload PowerPoint slides to elevator and lobby screens and intranet sites.** You could also use these graphics to blast on social media and through email.
- ❑ Ask your human resources representative to include the **United Way New Hire One-Pager in each new hire packet** so that new employees are familiar with United Way from their very first day on the job.
- ❑ **Schedule emails.** Forward flyers and posters to your colleagues.
- ❑ **Hang posters** or post them on your website or intranet.
- ❑ **Have fun with it!** Be creative. Highlight your campaign theme, team-building events and donor incentives through desk drops, signage or instant messages.

With questions or for more information, contact your United Way Account Manager.