



United Way Giving Program

Many employers partner with the United Way to connect with and support the community. When establishing a yearly workplace giving campaign that will engage employees, there are multiple factors to consider.

- Annual campaign goal setting
- Corporate contribution and/or matching program
- Engaging senior leadership to participate at a meaningful level and motivate employees
- Special recognition for employees who are in United Way Leadership Giving groups (e.g., Key Club, Rosenberry Society)
- Payroll deduction for employee contributions

Corporate partners can also support the United Way through the Loaned Executive program, either through sponsorship or by loaning an employee to serve in this role. Loaned executives have a full-time, short-term assignment to oversee a portfolio of accounts, provide administrative support, secure corporate gifts, and help organizations and businesses implement a successful annual campaign.

Contact your local United Way to learn more about how to get involved.