Give Them A Reason To Want To Give!

By hosting a Workplace Giving Campaign, you are giving your employees the opportunity to easily contribute to United Way of Hernando County through annual payroll deduction.

- It is a great way to show employees that he or she is working for a company that cares about their community.
- It allows United Way to share helpful resources that both employees and clients can benefit from.
- It helps boost employee morale and encourages fun & educational ways to show support locally through GIVING, ADVOCATING, & VOLUNTEERING.

To have an effective program:

- Communicate with employees and help them understand why your business supports United Way, why their gifts are important, and how they will be used.
- Explain that payroll deduction is an easy and convenient way to give back.
- Consider inviting a United Way representative to join a faculty meeting on site, show a United Way video, share outreach materials, and clearly communicate just how much their participation is appreciated.
- Work closely with the appropriate departments, such as personnel, payroll, & HR.

"Campaign Launch" SAMPLE Letter

{EMPLOYEE NAME},

As you know, {COMPANY NAME} is dedicated to providing quality cares services to our clients, as well as employees. We believe the challenges, responsibilities and relationships you experience and develop here are professionally and personally invaluable. We care about our team as well as the overall health of the communities we serve and it’s residents.

Among our core values is the belief that leadership requires a conscious and purposeful investment in the health and future of the community in which we reside. That’s why we have a strong and proud partnership of supporting United Way of Hernando County through donations of time, talent and resources.

When you contribute to United Way, you are helping create real, lasting change in the building blocks of life: the health, education, and financial stability of our communities, our families, even the person next to us. Your investment will help United Way take the most successful strategies to scale and leverage resources for maximum impact through multiple initiative and community impact programs.

United Way works everyday to advance the common good by helping children prepare for kindergarten and youth graduate from high school prepared for life, college, and a career. United Way will lead families to the path of financial stability, helping people train for higher paying jobs and become more financially literate. The organization is also committed to investing in prevention and wellness programs, access to affordable and quality health care, and services that enhance and protect the lives of seniors and people with disabilities, allowing everyone in our community lead safe, healthy and rewarding lives.

We are all connected and interdependent. We all win when a child succeeds in school, when families are financially stable, when people are healthy. It takes everyone in the community working together to create a brighter future.

We are excited that you have joined our team and, more importantly, that you share our concern for improving our community and changing people’s lives. Please consider a gift that fits your means and return the pledge form to Human Resources.

Our community is strong. It can be stronger. Please join the movement. Give. Advocate. Volunteer. LIVE UNITED.

Thank you,

{CEO/MANAGER NAME}

For more information on how United Way is improving lives and where your donations are being invested, visit www.UnitedWayHernando.org