

United Way of Hernando County Works Year Round!

A New Hires Program asks for new or transferred employees to contribute to United Way as part of their orientation process.

- It is a great way to show the employee that they working for a company that cares about the community.
- It makes the Employee Campaign Coordinator's job easier by familiarizing employees with United Way from the beginning.
- It helps minimize pledge losses due to staff turnover. A United Way representative can help you implement a New Hires Program.

To have an effective program:

- Work closely with the appropriate departments, such as personnel and payroll.
- Communicate with new employees in the same way you would ask employees during the campaign. Help them understand why your company supports United Way, why their gifts are important, and how they will be used.
- Consider showing a United Way video as part of the orientation process.
- Explain that payroll deduction is an easy and convenient way to give back to their community, and that donations remain in Hernando.

SAMPLE New Hire Letter

Congratulations **{NEW EMPLOYEE}** on your new position, and welcome to **{COMPANY NAME}**!

You will soon discover this is a great place to work, and that we care about our employees. We believe the challenges, responsibilities and relationships you will experience and develop are professionally and personally invaluable.

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 tradition of supporting United Way 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 education, income and health 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 community, visit www.UnitedWayHernando.org