

AFFINITY GROUPS

UNITED WAY OF GREATER WATERBURY WOMEN UNITED®

In more than 165 United Ways across the world, more than 55,000 women are coming together through local Women United chapters. In the Greater Waterbury area, we are focused on United Way's three impact areas: Basic Needs, Education, and Financial Stability.



The United Way of Greater Waterbury Emerging Leaders is a network of young professionals who live or work in the 10-town region and share a passion to enrich our community. The group provides a platform to impact change throughout our community and to grow personally, professionally, and socially.



UPSTARTERS®

Have children in your life? UPSTARTERS is a youth volunteer engagement opportunity that gives local youth age 10-17 exposure to the role they can play in addressing community needs. Rather than hoping that youth learn about volunteerism or philanthropy by the time they are adults, UPSTARTERS provides opportunities today!



CAMPAIGN LEADERS GUIDE



Thomaston Savings Bank
James C. Smith Spirit of Excellence Award

A NOTE FROM YOUR CAMPAIGN CHAIR



Jason R. Gagnon
Partner

On behalf of our community, thank you for helping lead your organization's United Way of Greater Waterbury campaign. I am grateful for your leadership and excited about all that is in store this year. You are joining a team of dedicated staff and hundreds of volunteers around the region as we work together to make Greater Waterbury a thriving place that every person is proud to call home.

Whether this is your first year as a workplace campaign leader, or you are a campaign veteran, this guide is full of best practices to help you run a best-in-class workplace campaign. I strongly encourage you to review this year's **Make Someone's Moment** campaign messaging, and connect with your United Way representative to assist you in planning your United Way campaign.

Carmody Torrance
Sandak & Hennessey
LLP

2025/2026
Campaign Chair

United Way brings businesses, government, nonprofits, community leaders, and donors together to tackle challenges in the impact areas of Education, Financial Stability, and Basic Needs. Together, we are providing individuals and families the tools necessary to reach their full potential. One moment can make all the difference in someone's life.

unitedwaygw.org

Thank you for joining us!



UNITED WAY
Greater Waterbury



SOCIAL MEDIA - EXPAND YOUR AUDIENCE!

Share your campaign successes by connecting with us on social media! Amplify the lasting impact you're making across the Greater Waterbury region by tagging or mentioning United Way of Greater Waterbury when you post on your company and individual social media accounts.



facebook.com/UnitedWayofGW



x.com/unitedwayofgw



instagram.com/unitedwayofgreaterwaterbury



linkedin.com/company/united-way-of-greater-waterbury

For additional information contact:
UnitedWay@unitedwaygw.org / 203-757-9855x117
Please include your company and contact information

5 STEPS TO RUNNING A SUCCESSFUL CAMPAIGN



1

LEARN ABOUT OUR IMPACT

We want to understand you and your goals and tell you more about our impact.

- **Call your United Way representative to get started.** They will help you create and manage a successful campaign.
- If you don't know who your representative is, call us at 203.757.9855 x123 or email UnitedWay@unitedwaygw.org.



2

PLAN YOUR CAMPAIGN

The keys to campaign success are preparation and teamwork. Having the right group of campaign volunteers will increase the success of your campaign and make your role much easier.

- Set **campaign goals**, objectives, and a timeline, and identify and recruit your team.
- Identify pledge format (online, paper, or both)
- Learn about various strategies to make your campaign fun and engaging. Call us, we have lots of ideas!



3

INSPIRE CO-WORKERS

Your campaign impacts real lives, and we can help you share those stories.

- **Promote your campaign.** Get your marketing and communications team involved!
- Help your team see the impact their gift creates by engaging in **United Way's** year-round volunteer opportunities or ask us about United Way Affinity Groups.
- **Share your own personal story** about why you support United Way.



4

MAKE THE ASK TO GIVE

The number one reason people don't give is that they were never asked.

- Kick off your campaign with a fun event featuring an **energetic and inspiring ask to give!**
- Have your company CEO participate by writing a letter or making a speech. **CEO commitment and leadership is the #1 predictor of success.**
- Ask for a gift peer-to-peer. Talk to us about asks that feel right for your team.



5

THANK YOUR DONORS

- **Let us help you thank your donors.** Remember, we can't thank them if we don't know them! Sharing data is encouraged!
- Review **campaign results** with your United Way team.
- **Share the impact!** Publicize the campaign results in your company newsletter, intranet, social media channels, or a message from the CEO.

CAMPAIGN LEADER CHECKLIST



EVERY CAMPAIGN IS DIFFERENT!

This chart is a sample timeline and checklist to help plan and execute your United Way campaign.

Campaigns typically run 2 to 4 weeks. Contact your United Way representative for more information on how to plan a best-practice campaign.



CORE BEST PRACTICE

- Meet with your United Way representative and any previous campaign team members to review successes and challenges from the previous year
- Determine **campaign dates, length, locations, and fundraising goals**, then confirm with your United Way representative
- **Get your co-workers involved!** Assemble a campaign committee and assign roles and responsibilities

BONUS BEST PRACTICE

- Choose **Leadership Giving and Affinity Group Ambassadors**



CORE BEST PRACTICE

- Promote **campaign theme, calendar of events, and incentives**, and recruit additional campaign committee members as necessary
- **Brief executive leadership** on key objectives of your campaign and secure CEO buy-in
- Talk to your United Way representative about **on-site presentations**

BONUS BEST PRACTICE

- Conduct a **Leadership Giving reception or engagement activity**



CORE BEST PRACTICE

- Develop a **communications plan and order campaign marketing materials** through your United Way representative
- Visit the **Campaign Toolkit** online at unitedwaygw.org/get-involved/fundraising-toolkit to check out campaign resources, tools and templates

BONUS BEST PRACTICE

- **Engage senior leadership** to endorse your campaign through specific special events



CORE BEST PRACTICE

- **Train any campaign volunteers** and ambassadors, your United Way representative can assist
- **Build excitement!** Share United Way impact stories and videos internally
- **Share calendar of events** and incentives with all staff



CORE BEST PRACTICE

- Host a fun and engaging **kickoff event!**
- Invite your CEO and United Way representative to **talk about United Way's impact**
- Send an **internal email** campaign has kicked off



CORE BEST PRACTICE

- **Track progress** and adjust strategies and incentives accordingly
- Send **email reminders** throughout campaign
- Continue sharing **United Way impact stories**



CORE BEST PRACTICE

- **Conduct a closeout meeting** with your United Way representative and make sure to discuss **year-round engagement opportunities**
- Share final campaign fundraising total and don't forget to **thank and show appreciation to donors!**