



# BENEFITS OF RUNNING A CAMPAIGN

Investing in United Way through a corporate gift and employee campaign is an investment in your business, your employees and our community.

## BENEFITS FOR YOUR COMPANY

- **Increased employee morale.** Companies that run annual employee campaigns document higher morale and teamwork. Employees work together to plan and engage in fun activities to raise money for their community.
- **Community leader.** Running a campaign is an easy way to meet your corporate social responsibility plan and show both your employees and customers that you care about the needs of your neighbors and community.
- **Corporate recognition.** Companies are often recognized in events, media, and marketing materials, enhancing their public image and demonstrating to employees, customers, and the public that community service is a priority.

A well-designed corporate social responsibility program can...

- increase employee engagement by up to 7.5%
- increase employee productivity by 13%
- reduce turnover by 50%
- and increase revenue by as much as 20%.

Project ROI: Defining the Financial and Competitive Returns of Corporate Responsibility and Sustainability, 2015.

## BENEFITS TO YOUR EMPLOYEES

- **Opportunity to make a difference.** A United Way campaign allows your employees to make philanthropic contributions to the community through the ease of payroll deduction.
- **Awareness of community services.** A United Way campaign informs your employees how to access resources available to their families and friends in Sedgwick County and the nine surrounding counties.
- **Leadership opportunities.** An employee-led United Way campaign offers opportunities for employees to work with other departments and gain leadership experience.
- **Enhanced employee relations.** Participation in campaign committees or events can help develop team-building skills and boost morale.
- **Tax benefits.** Donations to United Way are tax deductible. Giving is good for our community and your wallet.

## BENEFITS TO OUR COMMUNITY

- **Local focus.** Your United Way gift stays here to help our local community. Fund a wide variety of health and human service programs at local nonprofits across our ten-county service area.
- **Wide impact.** United Way can accomplish more than any one single organization. By partnering with other organizations and leveraging resources, we're able to tackle tough issues like homelessness, achieving grade level benchmarks for reading, and helping the unbanked find safe and affordable financial services.
- **Expanded outreach.** Workplace campaigns provide new avenues for community outreach, making it easier for more employees to give and participate in community service activities.
- **Efficient organization.** For every \$1 invested, United Way is able to return \$2.37 worth of impact through grants, volunteer hours, distributed goods and tax refunds.
- **United we win.** Together, we make Wichita and surrounding communities a better place to live, work and play.

## HOW TO START A WORKPLACE CAMPAIGN

United Way of the Plains will partner with you to develop a customized workplace campaign that aligns with your corporate values and employee interests. We provide guidance and support to build your fundraising team and run an effective campaign. For more information on starting a workplace campaign or for assistance with your campaign, please contact Gwen Kochman, Vice President of Philanthropy, at [gkochman@unitedwayplains.org](mailto:gkochman@unitedwayplains.org) or (316) 267-1321, ext. 4123.

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