Schedule your Workplace Giving Campaign dates and decide if campaign will be in person or virtual.

Recruit a team of people from different departments and levels to help with your campaign

Meet with your UPAF Loaned Executive to:

Set goals

Brainstorm activities

Explore the Prop Shop

Learn how to print or share marketing materials

Get familiar with our Performance Library including our incredible campaign, community outreach and performance videos\*

Determine how to collect your pledges (online vs. paper. Online is free, easy and preferred)\*

Submit Workplace Giving set-up form for online giving\*

Check to see if your company has a matching gift policy. If so, include this in your communication to your employees

Organize campaign activities and incentives\*

☐ Host a separate Leadership event and ask top management to fill out their pledge cards\*

Customize UPAF email templates and schedule them throughout your campaign\*

Distribute a message from your CEO to all staff announcing the campaign in advance of your start date\*

Display posters and brochures\*

Host an official kickoff event, possibly including a UPAF performer and/or speaker, to create excitement\*

Hold prize drawings during your event(s)

Host a Next Generation UPAF event for young professionals (ages 20s, 30s and 40s) in your organization

Check that all employees have responded with pledges. Aim for 100% participation

Collect your pledges, calculate results and submit final totals to UPAF\*

Hold a wrap up event to thank everyone who contributed to the campaign\*

Award prizes for any campaign competitions\*

Ask your CEO to send a “thank you” letter to all employees for their participation

Announce your results to all employees

\*Resources Available in Prop Shop — UPAF.org/ambassador-prop-shop