



United Way
East Ontario



Start a Workplace Campaign that inspires action

Rally your colleagues. Strengthen your culture.
Create lasting local impact.

A workplace campaign is one of the most powerful ways to unite your team around a shared purpose. By partnering with United Way East Ontario, your organization tackles the root causes of our region's most pressing challenges—housing insecurity, poverty, mental health, and youth success—while giving employees a simple, meaningful way to make a difference right where they live.

Why Workplace Campaigns work

Campaigns build momentum because they make giving accessible, engaging, and personal. As an Employee Campaign Lead, you serve as the spark—connecting colleagues to real local needs, building team pride, and turning everyday care into life-changing action.

Your campaign in 3 simple steps:

Plan ➔ **Implement** ➔ **Wrap Up**

Plan

Set the stage

- **Define your goals:** Review past participation, set clear fundraising targets, and create a campaign timeline.
- **Assemble your committee:** Recruit campaign champions from across your organization to share responsibilities and extend your reach.
- **Connect with United Way:** Meet with your dedicated United Way representative to access toolkits, digital pledge forms, and campaign strategies tailored to your workplace.

Implement

Inspire participation

- **Launch with purpose:** Kick off with an inspiring message that clearly shows why local giving matters and how easy it is to participate through payroll deduction.
- **Bring the impact to life:** Host an engaging launch event, feature guest speakers or local impact stories, and encourage leadership to lead by example.
- **Make the ask personal:** Reach out directly to your colleagues with direct, clear, and timely invitations so everyone knows their support counts.

Wrap Up

Celebrate & steward

- **Recognize contributions:** Thank every participant, volunteer, and leader who helped drive your campaign's success.
- **Share your results:** Report back to your organization on total funds raised and the local impact your team made possible.
- **Maintain momentum:** Debrief with your United Way representative to capture key learnings and celebrate your workplace's legacy of care.

You are not doing this alone.

United Way East Ontario provides the resources, templates, stories, and support you need to run a campaign that feels simple, energizing, and meaningful from start to finish.

Ready to get started?

Access tools, templates, and inspiration in the [Workplace Campaign Toolkit](#)