

2026 CAMPAIGN PLAYBOOK

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A Message from the President & CEO



RACHEL C. HOLT
President & CEO
United Way of Central Oklahoma

Dear Employee Campaign Coordinator,
We hope you're ready because 2026 is going to be an amazing campaign year! More than 500 companies in central Oklahoma run employee campaigns, and we are beyond grateful that yours is one of them. Without the hard work of ECCs like you, successful employee campaigns do not exist.

We support 66 of the best nonprofit agencies across central Oklahoma, Canadian and Logan counties because we believe they know how to address the most pressing needs in our community – they just need the resources to do so. Through employee campaigns, we can rally together with compassionate individuals all over the city to provide these resources.

You are ensuring our United Way remains able to continue its mission in connecting people and resources to improve the well-being of those in our community. This year's Campaign Playbook provides new ideas to engage team members and best practices for structuring a workplace campaign.

Please review the content in this guide and connect with your United Way Account Executive to map out your organization's campaign. No matter the size, scope, or tone of your campaign, Team United is here to help.

Thank you so much for your commitment as an Employee Campaign Coordinator!

STEPS FOR A SUCCESSFUL CAMPAIGN

Thank you so much for taking the role as the Employee Campaign Coordinator (ECC)! Not only are you providing a tremendous service to your organization, your efforts make a difference by improving lives and building a stronger community in central Oklahoma. We created this guide to help you achieve a successful campaign, whether that be 100% in-person, 100% virtual or a hybrid of the two. The United Way campaign team is also available to help you access tools and discuss the ideas in this guide. Contact us at **give@unitedwayokc.org** for additional information.

STEP 1 Connect with Us



We want to better understand your goals and how you would like to approach your campaign. We also want to tell you more about our strategy to support our community through employee campaigns like yours.

- Contact your United Way representative to get started. If you don't know who your contact is, reach out to us at give@unitedwayokc.org.

STEP 2 Make a Plan



The keys to campaign success are preparation and teamwork.

- Determine which dates work best for your campaign.
- Assemble a team to help distribute campaign messaging across departments. A good ratio is one team member per every 25 employees.
- Organize the donor experience that works best for your team, whether it is paper pledging, virtual or both.
- Set fundraising and participation goals.
- Get creative with messaging, incentives and special events to make your campaign fun and engaging.

STEP 3 Inspire Co-Workers



Tell people how their dollars are making a difference.

- Plan a meeting for a United Way staff member to share about the programs your fundraising will support. Include a Partner Agency speaker to get more in-depth on a topic your organization is passionate about.
- Promote a culture of giving back. A successful campaign requires frequent communications and reminders.
- Share your own story about why you support United Way.

STEP 4 Make the Ask



The No.1 reason people don't give is that they were never asked.

- Kickoff your campaign with a fun event featuring an energetic and inspiring ask to give! We can help you do that virtually or in-person.
- Create fun activities to drum up support and provide incentives for your colleagues to participate. Get competitive while giving back!
- Have your company CEO write a letter or make a speech. CEO commitment and leadership helps drive participation.
- Utilize the campaign team members to keep the campaign topof mind on team conference calls or personal ask emails.

STEP 5 Wrap Up & Thank



Thank the generous donors and celebrate your results!

- Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and work with your United Way staff to ensure they receive totals and donor detail.
- Share the impact! Publicize the campaign results in your company newsletter, intranet, social media channel or a message from the CEO. **Remind donors that United Way makes it easy to make a difference.**
- Send individualized thank-you notes to each donor.



MAKE IT SOCIAL

S SHORT AND SWEET

Campaigns are best when kept to two weeks or less. The longer the time, the less momentum.

O OVERALL GOALS

Clearly state your goals–dollars raised, number of participants, average donation.

C COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I IMPACT

Provide impact statements–what does my donation do at various levels? See the Action Sheets under Additional Resources at the end of this packet for options.

A ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles ,etc. are a great way to keep people connected. Consider having prizes for those teams who reach their goals.

L LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communications.



TIMELINE FOR ONE-WEEK CAMPAIGN

MONDAY

Host a kickoff event with United Way staff, show campaign video and host an agency speaker. Open up pledging and discuss plans for the next event. **Incentive Idea:** If you make your pledge by 2p.m. today, you will be entered into a special gift card drawing.

TUESDAY

Thank event attendees and share new information (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

WEDNESDAY

Email touchpoint (video, materials). “Don’t forget to make your pledge by Friday! We will have a special drawing for all submitted pledges.”

THURSDAY

Final push! Share where the company is on reaching the campaign goal.

FRIDAY

Wrap-up Event(Pictionary, trivia, etc.). Recap week and share what was raised by the company, have leadership thank the team for their contributions.



TIMELINE FOR TWO-WEEK CAMPAIGN

MONDAY

Host a kickoff event with United Way staff, show campaign video and host an agency speaker. Open up pledging and discuss plans for the next event. Incentive Idea: If you make your pledge by 2 p.m. today, you will be entered into a special gift card drawing.

TUESDAY

Thank event attendees and share new information (video, materials). If kickoff was virtual and recorded, invite those unable to attend to watch recording.

WEDNESDAY

Email touchpoint (video, materials).

THURSDAY

We encourage you to take a break from messaging to prevent donor fatigue.

FRIDAY

Recap week and what activities are ahead.

MONDAY

Show video, email campaign updates (possibly coming from leadership) and encourage everyone to pledge before Friday.

TUESDAY

We encourage you to take a break from messaging to prevent donor fatigue.

WEDNESDAY

Virtual or in-person event, such as panel discussion with United Way Partner Agencies or trivia game at the end with a prize.

THURSDAY

Final push to encourage pledging. Email touchpoint (video, materials).

FRIDAY

Reminder email in the morning to pledge. End pledging in the afternoon and announce total!

BEST PRACTICES

KICKOFF

Invite employees to a virtual or in-person kickoff, or record a video from a senior executive to distribute electronically to all employees. United Way and Partner Agency speakers are also available to join virtual or in-person kick offs to share the impact of gifts made to United Way.

AVAILABLE RESOURCES

This ECC guide and more are available online in our Campaign Toolkit. These documents include sample email messaging, video links, PDFs of collateral materials and more. Your United Way Account Executive can guide you through all steps of running a virtual or in-person campaign, as well as help you set goals, train your team and more. Find who supports your campaign by emailing give@unitedwayokc.org.

COMMUNICATIONS

Coordinate outgoing communications to avoid overwhelming employees. Be sure to promote any corporate match, corporate gifts or other incentives to increase contributions. Have your Campaign Committee make individual asks of their team. If possible, this is always done best face- to-face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

INCENTIVES

Popular incentives and prizes include a day off with pay, rewards or raffles for unique experiences. Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS

Consider having in-person events once the campaign has launched to promote donation options and have a little fun. Host a virtual or in-person kickoff for employees to hear from company and campaign leadership, have a silent auction with prizes like gift cards or host a virtual bingo game. For more event ideas, check out Page 18.
Besure to mark your calendar for United Way events throughout the year, as well!

AFFINITY GROUPS

United Way Affinity Groups are a way for employees to extend their impact and deepen their engagement with United Way. Based on giving level and personal interests, employees can join the following Affinity Groups and take part in meaningful, year-round events, volunteer opportunities and engagement.

Emerging Leaders ($500+)
Women's Leadership Society ($2,500+)
Tocqueville Society ($10,000+)
Stay United (Retirees)

To learn more about our Affinity Groups, **click here.**

RECOGNITION AND THANKS

Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator or other team members. Send personal thank you notes to each of your Campaign Committee members. Highlight givers of a certain level on a team call or monthly e-newsletter. If possible, host an event or have a special thank you for donors who give at a certain level. Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

KICKOFF PLANNING SCHEDULE

FIRST

Confirm CEO Attendance
Before picking an event date, work with your CEO's team to book their time and ensure they are available to host the kickoff event(s). Great leadership inspires others!

3-5 WEEKS BEFORE

Prepare Event Invitation and Attendee List
Draft up your invitation. If you need approval from others, consider starting a week earlier. Include a calendar invite that will remind everyone the day of the event.
Pull and sort your invitation list. Work with your HR department to ensure you have captured all staff. Divide up the list (e.g., by department) if you are hosting multiple events.

Request Agency Speaker(s) Work with United Way staff to request a Partner Agency speaker as a direct example of how your fundraising will impact the community.

Prep How You Will Give
If you haven't started already, take steps to decide the best way for your organization to donate, whether that be paper or virtual pledging.

2 WEEKS BEFORE

Send Invitation Include information, such as an agenda, presentation or list of speakers. United Way staff have examples. Don't forget to provide in-person and virtual information if necessary.

Collect RSVPs
Track RSVPs to have an idea of how colleagues are responding to your invitation.

1 WEEK BEFORE

Send a Reminder
Consider sending a reminder invitation email that includes the calendar invite if many colleagues haven't responded to your initial invitation.

Confirm Key Speakers
Ensure that anyone speaking from your organization (e.g., CEO, department head, yourself) feels prepared. Work with United Way staff to confirm they and/or the Partner Agency speaker feel prepared, as well.

3 DAYS BEFORE

All Systems Go
Complete an 'all systems go' run-through to test your conferencing system and presentation documents. This will put your mind at ease and may help you to identify issues that you can rectify before event day.

EVENT DAY

Last Minute Test
Test your conference system and any other technology. If needed, print out necessary documents (agenda, events calendar, etc.) and set up your space.

Share Incentives at Events and via Email
We hope your event is attended by many and goes off without a hitch! Thanks to you, your organization is inspired to support their community and participate in this year's campaign.

POST EVENT

Send Donation Link Immediately Following
Now that you've inspired everyone, give them the means to support their community by sending out the donation link. If you've hosted multiple events, send the link out after the last kickoff event has concluded.

Continue Communication
To keep inspiration going strong after your event, use provided sample emails to remind your team of events, incentives and the resources their donations are impacting.

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit **unitedwayokc.org/about/accountability.**

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place sometime between July and November, but they can happen at a time best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from Jan. 1 – Dec. 31. However, United Way does not set your payroll schedule; it is a company's decision. Also, just a reminder that these are pledges only; employees are not liable to pay them if they leave their job for any reason.

Q: IF EMPLOYEES WORK REMOTELY, CAN WE STILL RUN A CAMPAIGN?

A: Absolutely! This Campaign Playbook is filled with tools to equip any company to run a successful campaign no matter what the work environment is.

Q: IF I NEED SOCIAL SERVICES ASSISTANCE, WHERE CAN I GET HELP?

A: United Way of Central Oklahoma supports a 24/7 information and referral service called HeartLine 2-1-1. Simply dial 2-1-1 and a trained professional will gladly refer you to resources in your area.

THANK YOU!

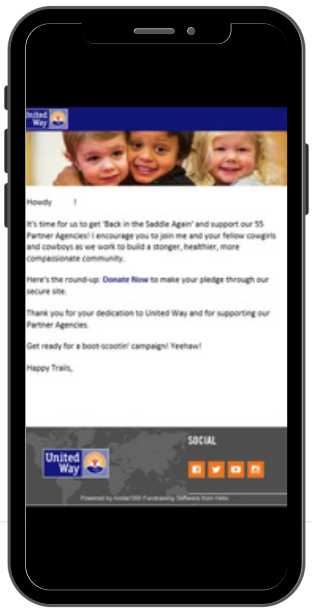
Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of community-minded individuals creating lasting change in central Oklahoma. Together with supporters like you, we're uniting people and resources to improve lives and strengthen communities! We hope this Playbook provides the necessary resources to run your campaign.

Please reach out to your United Way Account Executive for additional support and guidance throughout your campaign at give@unitedwayokc.org.

PLEDGING TOOLS

PAPER PLEDGE FORMS

- Best if your company is running the campaign in-person
- Requires no set up – just let your United Way contact know how much you need
- Can be personalized A great tangible reminder for donors



VIRTUAL (EZ-Pledge or ePledge)

- Ability to send follow-up emails to non-respondents
- Company-branded
- United Way staff handles spreadsheet of results and payroll information

	Paper	EZ-Pledge	ePledge
Option to give via payroll, credit card or cash	X	X	X
Can be personalized and/or company branded	X	X	X
Ready in 24 hours	X	X	
Ability to check status/get results any time		X	X
Link to brochure, video and website on site			X
Real-time results thermometer			X

SAMPLE EMAILS

These sample emails are available to use as-is or tailored to your needs to help generate excitement, provide updates and share information during your United Way campaign. Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

PRE-KICKOFF EMAIL

Purpose: Generate excitement about the campaign by notifying employees of the kickoff
Recommended send time: 2 weeks prior to campaign kickoff

From: [company ECC]

To: [employees]
Subject: Get Ready for This Year's United Way Campaign

Hi team,

We invite you to join us in helping our community become stronger, healthier, and more compassionate by making your pledge to support United Way of Central Oklahoma!

Your pledge is vital to support 134 programs administered by 69 United Way Partner Agencies addressing needs, such as homelessness, grief counseling, domestic violence, female incarceration and other critical challenges in our community.

We will kick off our United Way Campaign on [Kickoff Date] Don't miss out on all the fun activities we have planned to support our local United Way's Campaign!

Thank you,
[ECC]

KICKOFF PRESENTATION EMAIL

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event
Recommended send time: 3 days before campaign kickoff

From: [company ECC]

To: [employees]
Subject: Three, Two, One... Kickoff! Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way Campaign on [date, time] with [event]. Watch this year's campaign video to hear the life-changing stories from local clients who will share how United Way's support has changed their lives. (Get link from United Way staff).

Join us [time, place, date] to hear more about United Way of Central Oklahoma and how your giving makes a tremendous difference in our community.

See you then!

[ECC]

SAMPLE EMAILS

PLEDGE EMAIL

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal
Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]

To: [employees]
Subject: Make YOUR Impact!

This year, we are aiming to do everything we can for the community. Our goal is [insert $ campaign goal]. Your support of United Way of Central Oklahoma helps local individuals and families find healing and recovery through therapy, overcome challenges to employment, receive low-income health care, provide housing for those experiencing homelessness and so much more. [donate link if EZ-Pledge]

We want to reach or even exceed our goal! Stay tuned for upcoming events and volunteer opportunities.

Unable to attend the kickoff? Watch the recording here [link recording if applicable]. Thank you for supporting your local United Way of Central Oklahoma!

[ECC or Leadership team member]

MAKE A DIFFERENCE EMAIL

Purpose: Demonstrate to employees how their donations are making a difference
Recommended send time: 3 days after kick-off meeting

From: [company ECC or leadership team member]

To: [employees]
Subject: Watch the 2026 United Way Campaign Video

Because of you, United Way of Central Oklahoma can keep the social safety net strong for thousands of individuals and families just as they have for the past 100 years. With that in mind, I hope you'll watch the 2026 campaign video at (Get link from United Way staff).

United Way of Central Oklahoma supports 134 life-changing programs at 69 local Partner Agencies.

INSERT NEW CAMPAIGN VIDEO BLURB ABOUT FEATURED CLIENT HERE

I hope you'll watch this year's campaign video to learn that United Way makes it easy to make a difference.

[ECC or Leadership team member]

SAMPLE EMAILS

YOUR DONATIONS AT WORK EMAIL

Purpose: Show what outcomes were made possible through employee giving
Recommended send time: Halfway through the campaign

From: [company ECC or leadership team member]

To: [employees]
Attach: What a Dollar Buys Graphic
Subject: Why We Give to United Way

When you give to United Way of Central Oklahoma, you are helping people in our community by making life-changing accomplishments like these possible:

- 157,369 OKC metro residents are compassionately connected to healthcare, counseling, and advocacy services that honor their dignity, support their healing, and promote overall well-being.
- 52,977 central Oklahoma youth empowered with opportunities to explore their potential and develop confidence through leadership and personal growth experiences
- 127,281 OKC metro residents are supported and connected to local health and human services that promote healing, stability, and well-being during times of crisis through 2-1-1.
- 79,086 connections that empower OKC metro residents to access food, clothing, safe housing and vital resources to support their well-being during challenging times.

Please consider donating to United Way of Central Oklahoma today at [your pledging tool].

Our collective giving empowers us to build a stronger community so all can thrive.

[ECC or Leadership team member]

PRIOR TO CAMPAIGN CONCLUSION

Purpose: Check in with employees, provide updates on progress and notify about campaign conclusion
Recommended send time: A couple days before campaign concludes

From: [company leadership team member]

To: [employees]
Subject: Let's Strengthen Our Community Together

We are making great progress toward our United Way campaign goal! In fact, we are [insert x%] of the way to our goal – but we need your help!

There is still time for you to help make an impact on our community. Your generosity ensures Oklahomans can thrive. Make your pledge today to build a stronger, healthier, and more compassionate central Oklahoma community.

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us make this year's campaign exceptional with your pledge supporting United Way!

[ECC or Leadership team member]

SAMPLE EMAILS

THANK YOU EMAIL

Purpose: Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

Recommended send time: Conclusion of campaign

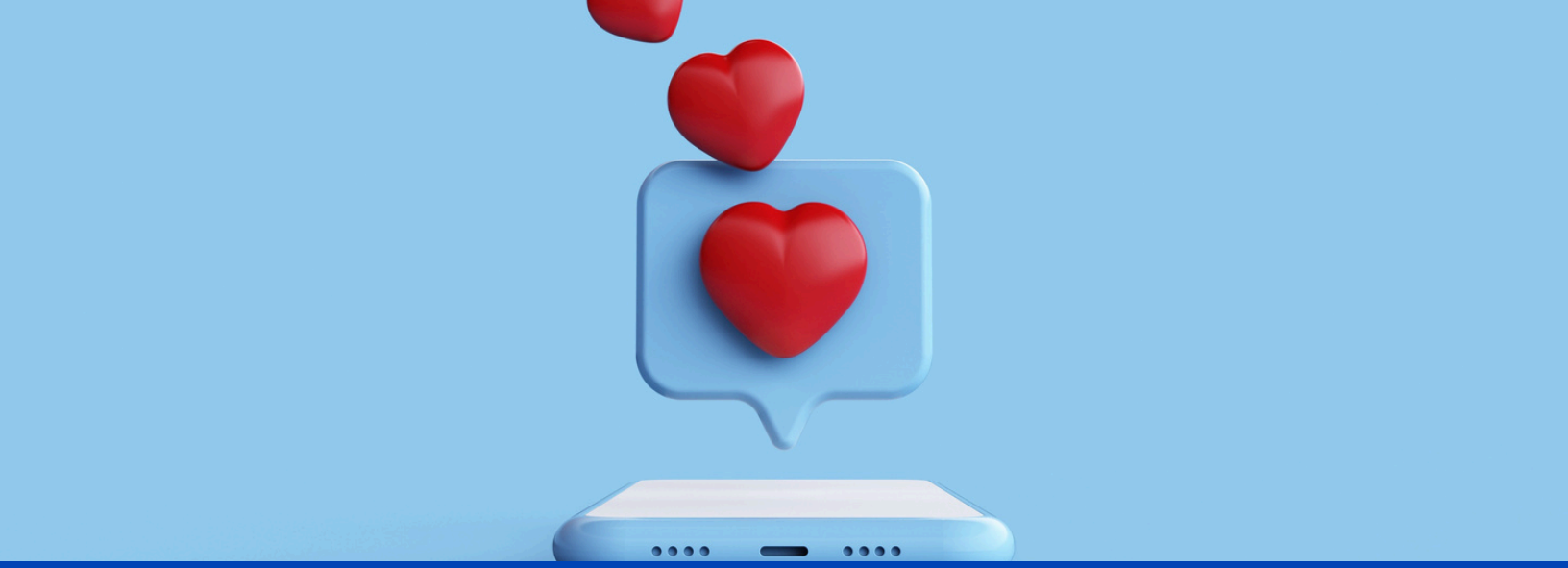
From: [company ECC or leadership team member]
To: [employees]
Subject: We Couldn't Have Done It Without You!

Thanks to your support, we raised more than [insert $ amount raised] for this year's United Way of Central Oklahoma Campaign! We rallied together to meet a common goal, and that goal is not just about a number – it's about all the children, adults and families who will be helped in our community through the support of United Way's Partner Agencies.

This is a testament to your generosity and dedication to tackling central Oklahoma's most pressing needs. Thank you for taking the time to learn about United Way of Central Oklahoma and its importance in our community.

Together, our community can thrive. United is the Way.

[ECC or Leadership team member]



SOCIAL MEDIA

Maximize your campaign's impact on the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

- Reach company stakeholders and share your company's community impact
- Engage employees with United Way's campaign messaging to increase participation
- Highlight your United Way campaign to drive interest internally and externally

Feel free to use this material as-is or customize to fit your brand. If you have any questions, please reach out to **media@unitedwayokc.org.**

TELL YOUR STORY

Here are some general social media best practices to keep in mind as you post about your United Way of Central Oklahoma Campaign:

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially-responsible companies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone responds to one of your posts, it is a good idea to respond and engage with them.

HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtag at the end of your posts when talking about your 2026 campaign.

#UnitedIsTheWay

Facebook/Instagram

- Post about successful events and volunteer opportunities through videos and photos
- Tip: Give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company's leaders and their involvement
- Tip: Consider getting a quote about why they love to support United Way's campaign
- Engage your audience with employee highlights or #WhyGive stories

LinkedIn

- Repurpose blog posts
- Describe your company's volunteer efforts, leadership highlights and employee accomplishments

SAMPLE POSTS

This week, we support @UnitedWayofCentralOklahoma with our 2026 campaign! It takes all of us giving what we can to solve the challenges our community faces. #UnitedIsTheWay we make a difference!

We all thrive when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why [Insert Company] partners with @UnitedWayofCentralOklahoma to make it easy to make a difference. #UnitedIsTheWay to a stronger community!

Supporting our local community is one of our core values at [Insert Company] and that's why we proudly support @UnitedWayofCentralOklahoma. Learn more about United Way at unitedwayokc.org. #UnitedIsTheWay

We have raised [DOLLAR AMOUNT] for our 2026 @UnitedWayofCentralOklahoma campaign! Thank you to all our team members who give back to our community and for sharing hope with our neighbors who need it most. #UnitedIsTheWay

We proudly support @UnitedWayofCentralOklahoma for the health, education and financial security of all people living in central Oklahoma. Thank you for making it easy to make a difference! #UnitedIsTheWay

DON'T FORGET TO FOLLOW US

facebook.com/UnitedWayOKC

United-Way-of-Central-Oklahoma

instagram.com/UnitedWayCentralOklahoma

IN-PERSON EVENT IDEAS

50-50 RAFFLE FUNDRAISING

50-50 raffle fundraising involves the sale of raffle tickets with the proceeds being split evenly between the winner and United Way. Your only fundraising expense is the raffle tickets, and all you need is one or more ticket sellers. Raffle tickets normally sell for $1 apiece, with an incentive for multiple purchases, such as 3 tickets for $2 or 5 tickets for $4. Using a price incentive for multiple tickets can increase your total sales and builds a larger prize. The 'take' is tallied and one-halfawardedtothe holder of the lucky number.

BAKE SALE

Encourage employees to enter their Route 66-themed baked item, like dirt cups or tail mix, to sell during your campaign with proceeds benefitting your campaign. Have a "Top Chef" competition between floors/departments.

BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with air, put a note inside with the name of the prize. Employees pay $1 - $5 to buy a balloon and pop it to find out what prize they've won. Include a United Way fact in each balloon.

BASKET RAFFLE

Ask each department to sponsor, create and fill a theme basket (spa, chocolate, lottery, gourmet cooking, home improvement, entertainment, sports, night on the town, dog/cat oriented, kids/game oriented, etc.). Sell raffle tickets for $1 - $5 each. Employees can select which basket(s) they'd like to win.

CHILI COOK-OFF CONTEST

Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay $10 for lunch (a sample of each chili dish). Each participant casts one vote for their favorite and the chili with the most votes wins a prize.

LEADERSHIP LET LOOSE

Get your leadership involved! If your staff reaches a fundraising goal or milestone, leadership will participate in a dance off or sing off of staff's choosing.

SILENT AUCTION

Ask vendors and employees to donate items, or solicit gift cards from local restaurants. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

DRIVE-IN MOVIE

Use a parking lot or large room and turn it into a "drive in movie." If inside, create a prize for best cardboard cut out car. Charge an admission fee of $5 and sell concessions, or have a raffle prize at intermission!

SCAVENGER HUNT

Hide "landmarks" around the office – make cut out's or print outs of famous route 66 landmarks. Have teams pay a fee to play and give out prizes : gift cards or route 66 trophies

ROUTE 66 CAR SHOW

Charge an entry fee for each car and set up the event in the parking lot. Have a fan favorite award, maybe a golden hot wheel!

ROUTE 66 POKER RUN

Participants pay an entry fee and travel to 5–7 Route 66–themed stops (departments or rooms), collecting one playing card at each stop, with optional donations to draw extra or swap cards, and the best poker hand at the final stop wins a prize.

ROUTE 66 DINER

Turn your breakroom into a diner and serve burgers (or other diner foods), be sure to include a Root Beer Float bar!

VIRTUAL EVENT IDEAS

STAFF SUPERLATIVES - AN ONLINE VOTING CONTEST

Host a virtual United Way Route 66 photo contest where every dollar donated is a "vote" to selecta winner. Tie the photo contest to your campaign by creating best costumed categories by classic movies or characters. For example, create categories such as "Route 66" and "Road Trip", or feature your employees, staff and supporters with ideas like best costumed or funniest dance move.

RUN THE ROUTE

Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of miles or a number of consecutive days, whether by themselves outdoors, with their family or their dog or on a treadmill at home.

VIRTUAL SCAVENGER HUNT

Identify a number of United Way trivia points that can be located on shared United Way material or on United Way's website/brochures.

ONLINE LEARNING ACTIVITIES

Learn a new skill led by local influencers, professional volunteers or colleagues.Alistof supplies for participants to buy can be sent or purchased in advance.

ONLINE POP-UP SHOP

Partner with a local vendor to sell custom apparel and merchandise with a portion of the proceeds benefiting United Way of Central Oklahoma.

ROUTE 66 THEMED TRIVIA

Gather your team and test your knowledge of the Mother Road, Oklahoma History, pop culture and fun roadside attractions! Ex where is the hippo located on route 66? What was the original name going to be for Route 66? Each team can donate an amount to play for fun-filled competition.

ONLINE AUCTION

Ask individuals or teams to put together Route 66-themed baskets or prizes that can be auctioned off to other employees, customers, and/or the general public. Educate voters how the auction proceeds benefit United Way Partner Agencies.

VIRTUAL COOKING CLASS

Cooking class with a 'celebrity chef.' Companies can provide an ingredient list ahead of timeso items can be purchased. Partner with local farmers and curate special ingredient boxes that can be distributed beforehand.

ROUTE 66 BINGO IN DAILY COMMUNICATIONS

Sell online themed bingo cards and plant clues in virtual meeting discussions, emails, or announcements.

HOST A ROUTE 66 DRIVE-IN MOVIE

Show a Route 66 or road trip themed movie online and invite individual competitors or departments/teams to pay to enter a themed trivia game. They have to watch the movie to find the clues, and the person or team with the most correct answers wins a movie/popcorn package!

VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay $1-$5 to buy a balloon and pop it to find out what they've won.

HOW CAN WE BE INVOLVED BEYOND OUR CAMPAIGN?

HOW ARE UNITED WAY DONATIONS INVESTED?

Each year, through our Community Investment process, about 200 donors volunteer their time to review agency funding requests, financials and programs to ensure contributions are allocated to proven, high-quality programs that create long-term impact for anyone in need.



HOW TO GET INVOLVED

When you give at any of our Leadership Giving Association levels, you access exclusive social and business events, networking and educational opportunities and much more. Members of the association are United Way's most generous philanthropic leaders.

EMERGING LEADERS

Young professionals who donate $500 or more annually (combined with spouse).

WOMEN'S LEADERSHIP SOCIETY

Women philanthropists who donate $2,500 or more annually (combined with spouse).

TOCQUEVILLE SOCIETY

Donors who annually invest $10,000 or more.

To get involved, email leadership@unitedwayokc.org.

THE YEAR-ROUND CYCLE:

November - December: Campaign Season; Community Investment (CI) Volunteers are recruited

January: Volunteer Training & Orientation

February: Subcommittees are formed and they learn the history and background of their agencies

March: Committees receive proposed Allocation Request Packages and send questions to agencies

April: Agencies respond; Subcommittees visit each agency

May: Subcommittees make final funding recommendations

June: Co-chairs present recommendations to the CI Committee; Committee prepares final recommendations for board approval; Agencies are notified following the June board meeting

July: Funding begins July 1

August: Agencies provide reports to United Way on progress toward updated goals and objectives

Then, the process starts over again...

BECOMING A COMMUNITY INVESTMENT VOLUNTEER

WHO ARE THE VOLUNTEERS?

- Must be a United Way donor (vested interest) Diverse members of the community (bankers, government employees, health care workers, educators, accountants, etc.)
- 200 volunteers in 2025 representing 93 companies and government offices
- 4,000 hours of volunteer time across 5 months



WHAT DO THEY DO?

- Gain a thorough understanding of the Partner Agencies and their United Way-funded programs
- Examine the quality & success of Partner Agency programs
  - Is the program addressing a community need?
  - What do the results look like?
  - Are the intended results occurring?
- Offer advice to Partner Agencies to improve administrative and financial management
- Make allocation recommendations to the United Way Board-level Committee and advocate on behalf of the agencies

BECOMING A UNITED WAY VOLUNTEER



Reach out to your **Account Executive** for more information, or connect with our **Volunteer Center** by emailing **volunteer@unitedwayokc.org** or by calling **405-236-8441.**

VOLUNTEER CENTER

Volunteers are a crucial part of the United Way mission to connect people and resources to improve the well- being of those in our community. Dedicated volunteers provide thousands of hours of service to our Partner Agencies through the Volunteer Center to create lasting change in the community.

POPULAR VOLUNTEERING OPPORTUNITIES

- Day of Caring is our community-wide effort to bring volunteers together to provide short-term, project-focused volunteer service with nonprofit organizations.
- During your **Employee Workplace Campaign**, we offer opportunities to volunteer with a Partner Agency or sponsor an **on-site service project** at your company. Make sure Nov. 6 is on your calendar as our community-wide Day of Caring!

GROW YOUR CAMPAIGN WITH EMERGING LEADERS!

WHAT IS EMERGING LEADERS?

United Way of Central Oklahoma's (UWCO) Emerging Leaders (EL) program provides young professionals a unique opportunity to step into leadership roles, serve their community through volunteering activities and network with and grow into influential philanthropists and community leaders of tomorrow. As United Way ambassadors, Emerging Leaders also support United Way's mission with an annual donation of at least $500 (can be combined with a spouse) to the United Way Campaign. To grow talent and generational giving for United Way and our Partner Agencies **and to help your company's young professionals engage more with those you serve**, we invite you to **incorporate Emerging Leaders recruitment and stewardship activities** into your annual United Way fundraising campaigns and year-round community engagement efforts.



HOW TO GROW EMERGING LEADERS PARTICIPATION IN UWCO CAMPAIGN

STEP 1: Whitelist Communications (Email & Teams Access)

- **How to Whitelist Emails** fromemergingleaders@unitedwayokc.org (all from @unitedwayokc.org)
- Enable access to UWCO Emerging Leaders Microsoft Teams channel & content

STEP 2: Incorporate EL Activities into your annual United Way Campaign

- Recruit current employee Emerging Leader or Leadership Donor to serve as an EL Employee Campaign Coordinator or "EL ECC" and year-round company EL liaison to UWCO
- Host an EL recruitment event, such as breakfast, lunch or agency tour with executive Leadership
- Incentivize Emerging Leaders membership with time off to volunteer, PTO, jeans days and more
- Sponsor young professionals' participation in Emerging Leaders & UWCO events

STEP 3: Promote Year-Round Engagement With your employee Emerging Leaders liaison:

- Promote year-round EL events
- Share EL updates through various digital platforms
- Plan internal EL Education, Volunteer and Gratitude events
- Recruit an employee EL to serve on EL Steering Committee

HOW YOUR ORGANIZATION BENEFITS

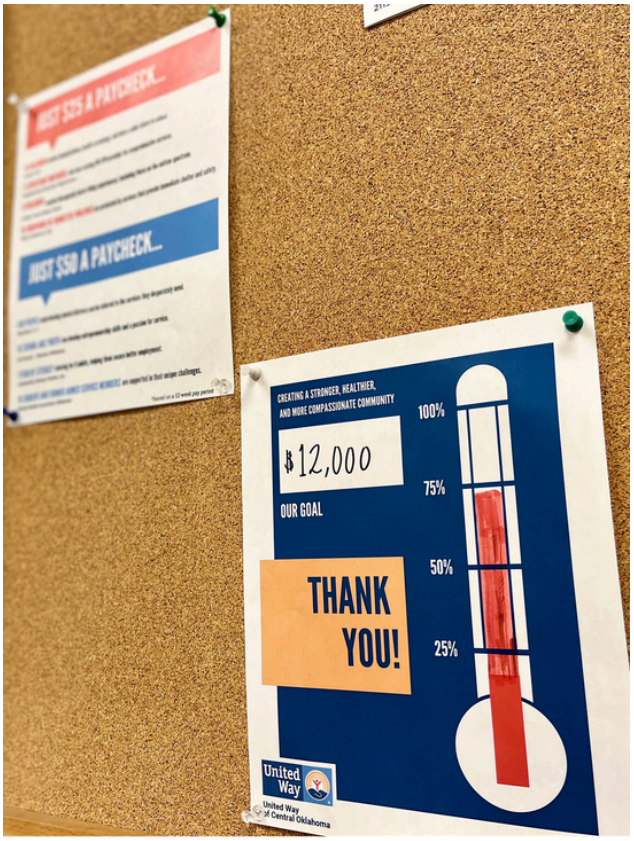
- Promoting EL philanthropy helps attract, motivate and retain employees
- Employee engagement with EL nurtures social and emotional intelligence
- Your young professionals grow their networks by connecting with other EL's and UWCO's expansive donor/volunteer base
- Your young professionals engage with a peer group that makes a transformative community impact
- Supporting UWCO and Emerging Leaders vision creates a lasting, positive impression for employees

JOIN US TODAY! EMAIL EMERGINGLEADERS@UNITEDWAYOKC.ORG

ADDITIONAL RESOURCES

NO MATTER HOW YOU DECIDE TO RUN A CAMPAIGN, WE HAVE THE MATERIALS FOR YOU!

- Use the following resources as a guide to build your campaign.
- You can mix and match to customize your campaign to your employees' needs or print/copy them all to show the scope of opportunities!
- The resources offer insight into making a pledging decision, a fillable thermometer, and a "Campaign Guide" to fill out and bring to your meeting with your Account Executive.





WHAT A WEEKLY DONATION BUYS

UNITED IS THE WAY WE ENSURE OKLAHOMANS THRIVE.

$1
PER WEEK



provides a week of after-school snacks for a student

$5
PER WEEK



provides transportation for 10 individuals living with disabilities to meaningfully engage in the community

$5
PER WEEK



provides one household with emergecy assistance for rent or utilities to remain stably housed

$7
PER WEEK



provides trauma-informed training and connection events for foster and adoptive parents

UNITED WAY
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WHAT A ONE-TIME GIFT BUYS

UNITED IS THE WAY WE ENSURE OKLAHOMANS THRIVE.

$10  fills an emergency box with nutritious food for patrons that need help between pantry visits

$25  provides one basic hygiene kit for a youth in a shelter

$50  provides work clothes for one person to begin their new job

$500  provides one specialty medical service, including surgery, for a low income, uninsured Oklahoman

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PARTNER AGENCY SUCCESS STORY

United is the Way to life-saving connections

Linda works to support herself and her mother, who is undergoing breast cancer treatments. As her mother's primary caregiver, Linda cut back on her work hours, causing financial strain just as medical bills and daily expenses continued to mount.

Then a crisis happened. Her mother urgently needed to travel for a specialized treatment, but with her reduced income, Linda couldn't afford the trip.

The weight of caregiving, financial hardship and uncertainty left Linda feeling helpless and alone.

Then Linda called 211. A compassionate call specialist listened to her story and offered empathy and real solutions.



211

Powered by HeartLine

Within minutes, Linda was connected to programs that provided financial assistance and resources to help ease her burden.

She also gained something invaluable – hope. She has the support she needs to care for her mother without having to choose between work and family.

Across Oklahoma, caregivers, like Linda, sacrifice so much for their loved ones. Thanks to 211, they don't have to do it alone.

Your generosity ensures HeartLine's 211 phone- and web-based services can continue providing 24/7 life-saving connections in times of need.



UNITED IS THE WAY TO A STRONG FINANCIAL FUTURE

A pledge to United Way of Central Oklahoma is a pledge to ensure our neighbors thrive – making us a stronger, healthier and more compassionate community for generations to come. We make it easy to make a difference.

Join us at UnitedWayOKC.org

UNITED WAY
Central Oklahoma



UNITED IS THE WAY TO A BRIGHTER FUTURE

A pledge to United Way is a pledge to your community, your neighbors, your co-workers, your friends, your family and perhaps even you. When you need help, we will be there – thanks to our community's support. We make it easy to make a difference.

Join us at UnitedWayOKC.org

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UNITED IS THE WAY TO A STRONGER FAMILY

We believe in:

Youth Opportunity

Financial Security

Community Resiliency

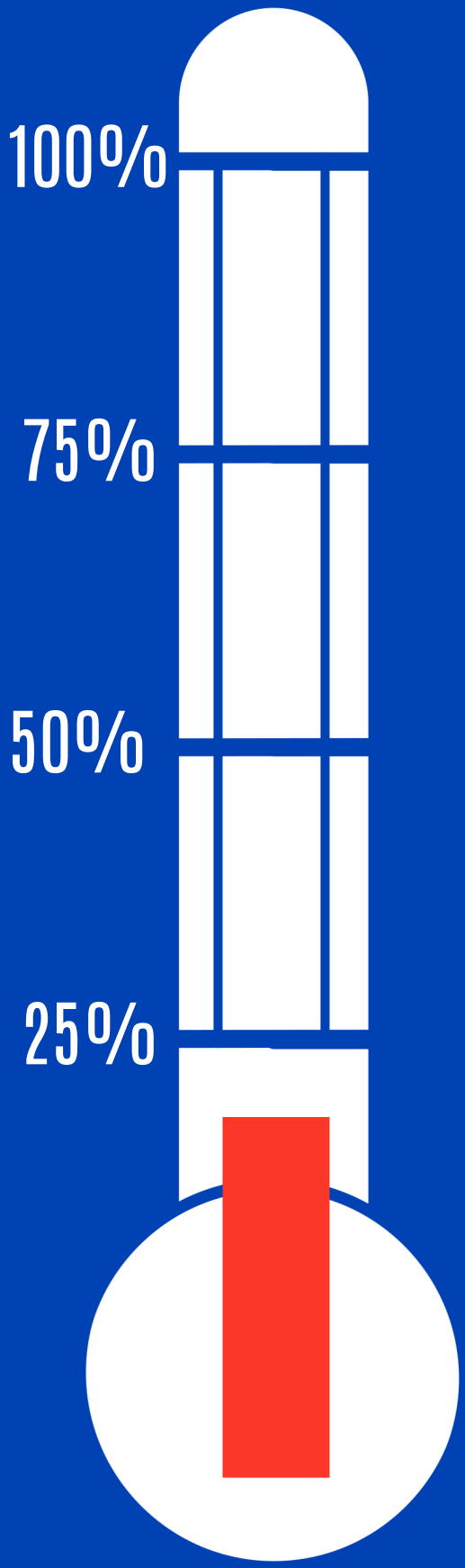
Healthy Community

Join us at UnitedWayOKC.org

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CREATING A STRONGER,
HEALTHIER AND MORE
COMPASSIONATE COMMUNITY

OUR GOAL



THANK YOU!

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