

# United Way Campaign Best Practices for *Companies with Unions*



- **INVOLVE the union from the very beginning.**

It is critical that workplace campaigns get off to a good start by including union representation in the planning process from the very beginning. There's a big difference between someone saying to you "I've got this great plan, let me explain your role in it" and "Help me develop the plan."

While we recognize that the first meeting at any company should be with the Chief Executive Officer, we strongly recommend that the second meeting be with the head of the bargaining unit. It makes good sense.

- **PLAN an effective campaign around these key elements:**

- ✓ Union/management cooperation
- ✓ Personalized pledge cards for payroll deduction
- ✓ Shop promotional materials (posters, buttons, campaign film)
- ✓ Release time so workers can attend employee rallies or 1 on 1 solicitation
- ✓ Trained union solicitors for rank and file solicitation
- ✓ Volunteer union speakers (or AFL-CIO Community Services liaison) at employee rallies
- ✓ Visible labor recognition

- **Token REPRESENTATION will get you token participation.**

The union must have equal participation throughout the entire campaign. As equal partners, union leaders will more than do their part to see to it that their members are solicited to donate to the annual campaign and recruited to serve as volunteers for the United Way and its agencies throughout the year. In the best employee campaigns, the union employees are solicited by a peer.

- **TOUR United Way agencies and/or have agency speakers at employee rallies.**

Tours and speakers are good motivators and help employees understand the value of United Way.

- **COMMUNICATE to union members.**

- ✓ Demonstrate support of United Way Campaign by providing union members any of the following endorsements.
- ✓ Letter co-signed by Union President & CEO to all members
- ✓ Letter signed to Union President to all members
- ✓ Provide copies of endorsement letters from the Fox Valley Area Labor Council and Wisconsin State AFL-CIO.

- **ASK all employees/union members to give to the United Way Campaign**

Data shows that the number one reason people don't give is because they were not asked. Find a way to make sure that all employees are asked to give to the campaign. This could be done through one on one ask by union member to union member or in a group meeting.

- **RECOGNIZE labor support afterwards**

Recognition brings the entire process to a successful conclusion. When recognizing participation in the campaign, it is essential that we not only recognize the company but that we also recognize the union.

