

# UNITED WAY CAMPAIGN



## WHY RUN A WORKPLACE CAMPAIGN

Running a United Way employee giving campaign within your place of business creates terrific opportunities— not only for our community, but for your employees as well. It gives your organization a common purpose, which builds morale, promotes teamwork, and demonstrates your commitment to improving people's lives.

By partnering with United Way of Pickens County, you join a network of supporters committed to advancing the common good in our community... to **LIVE UNITED**. More than 60 organizations in Pickens County - ranging from corporations, schools, hospitals, and universities to professional and entrepreneurial firms— are committed to the cause and run a workplace campaign each year. Regardless of the size of your organization, we can tailor a campaign just for you. Your contribution— no matter how big or small— makes a difference right here in Pickens County.

## GOOD BUSINESS SENSE

Aligning with United Way of Pickens County is one of the most effective ways for your organization to make a difference and let your stakeholders know that you are committed to positive change. When you support United Way, you connect your company to causes that align with your core business interests and really matter to our community... which has significant implications for your customers and employees. Consider that:

- More than 278 million people in the U.S. want to know what a company is doing to benefit a cause.\*
- 85 percent of consumers have a more positive image of a product or company when it supports a cause they care about.\*
- Employees who are very involved in their company's cause program are 28 percent more likely to be proud of their company's values and 36 percent more likely to feel a strong sense of loyalty than those who are not involved.\*

*\*2010 Cone Cause Evolution Study*



**GIVE. ADVOCATE. VOLUNTEER.**

United Way  
of Pickens County  
[uwpickens.org](http://uwpickens.org)



# WHY SUPPORT UNITED WAY

United Way of Pickens County is a nonprofit organization dedicated to advancing the common good by creating opportunities for a better life for all. Our focus is on **Education, Financial Stability, and Community Basic Services**, because these are the building blocks for a good quality of life. United Way isn't just helpful to our community, it's crucial. We don't just donate or make quick fixes, we work with you to figure out what our community needs, and we are fiercely committed to finding solutions.

**You will change lives.** When you give to United Way, you help individuals meet their basic needs. You help children and youth achieve their potential. You help families and individuals become more financially stable and independent. You join thousands of people and organizations from all across the community who bring the passion, expertise and resources needed to address the root causes of problems and get things done.

**You will energize your organization.** Research and intuition tell us happy employees are productive employees. Running a United Way workplace campaign builds morale, teamwork, and professional development. Employees will feel good about their involvement.



**Your gift will stay local.** The money you raise here, stays here. Your United Way contributions are spent on programs, initiatives and agencies working on issues that matter most in Pickens County. Your gift makes this community a better place to live, work and do business.

**You will work smarter, not harder.** United Way of Pickens County streamlines your charitable giving. Because we help to support more than 35 health and human service programs while taking the lead on community-wide initiatives, the impact of your gift multiplies exponentially while simplifying the giving process. Your impact on the community is greater when leveraged with thousands of other United Way supporters.

**You will make a difference.** Through our online volunteer database, **Get Connected**, you can engage your employees in meaningful service projects. You can also offer high-potential employees the opportunity for professional development through serving on United Way councils or committees.

**You can count on us.** United Ways hold themselves to the highest standard when it comes to accountability and transparency of our operations. Our financial information is easily accessible on our website. Additionally, we have professionals who volunteer to oversee our finance, audit, and investment committees. With United Way of Pickens County, you can be confident that your contribution is being used efficiently to deliver the most benefit.

**You will get noticed.** By partnering with United Way of Pickens County, you will be recognized as a good corporate citizen. Additionally, you may be featured in our communications and on our website, [uwpickens.org](http://uwpickens.org).

**You have options.** You can participate in a workplace campaign, make a corporate gift, or sponsor an event. You can volunteer with United Way or with a funded program. No matter how you choose to partner with us, you will make the community a better place for all.

**It's easy.** We know your time and resources are limited. We provide tools to help coordinate your campaign and simplify the donation process with the ease of payroll deduction.

## LET'S GET STARTED

Our experienced staff is available to assist you with conducting a successful employee giving campaign. Our proven strategy helps you make the most of company time and resources. Lasting community change cannot happen without corporate and business partners. For more information, contact:

Jennifer Shurley, Director of Resource Development, 864-850-7094, x104, [jshurley@uwpickens.org](mailto:jshurley@uwpickens.org)

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