



To: Workplace Campaign Coordinator
From: United Way of Sumner County
Re: 2025 (FY26) United Way of Sumner County Fundraising Campaign

Thank you for stepping up to lead your organization's United Way Workplace Giving Campaign. Your support helps fuel lasting, local impact—and we couldn't do it without you.

At United Way of Sumner County, we bring people together to take action on what matters most. Our focus on **Healthy Community, Youth Opportunity, Financial Security, and Community Resilience** reflects the building blocks needed for everyone to thrive. **Your workplace plays a critical role in helping us meet these needs**—and we're here to support you every step of the way.

Last year, more than 2,500 employees gave over \$420,000 through workplace giving campaigns—representing over 70% of the total investment we were able to return to our community. **Your role as a Workplace Campaign Coordinator makes this possible.**

Getting Ready for Your Campaign

- If you have not already done so, please **complete the Workplace Coordinator Form** at <https://www.unitedwaysumner.org/form/workplace-coordinator-form>. This helps us get your campaign setup ready.
- Consider hosting an employee meeting so UWSC staff can help kick off your campaign. We'll share how donations are making a difference locally and offer resources available to your employees. To schedule a visit, contact michelle@unitedwaysumner.org.
- Ask company leadership to help promote the campaign—whether by sending a companywide message or speaking at a team meeting. Support from the top makes a big difference.
- Need more brochures? Let us know at michelle@unitedwaysumner.org and we'll get them to you.

Running Your Campaign

- Share the campaign dates with your team and explain how to submit a pledge or donation.
 - **Make sure employees know if your company will match their donation in any way.**
 - Also make sure employees know how to **specify that they want their donation to stay local. Show them how to choose United Way of Sumner County** as the local organization that should receive their gift.
- Get creative! Small activities like jeans days, raffle prizes, cook-offs, or reserved parking spots can boost engagement and make giving fun.

Wrapping Up Your Campaign

- Campaign Special Event money
 - If you conduct a Campaign Special Event to raise money for your campaign and your company does not accept special event money through your online or inter-office giving platform, you may need to submit those funds directly to United Way of Sumner County. *(Check with your company headquarters' contact to verify the appropriate process.)*
 - If you do need to submit Campaign Special Event money directly to UWSC, please place it in an envelope marked with the name of the event and the total raised.
 - If you have collected a large amount of cash, please deposit it and submit a check made payable to United Way of Sumner County with "campaign special event" in the memo.
 - Please note: Donations collected through Campaign Special Events (such as chili cook-off), are collected as a lump sum and typically involve participants receiving something in return. Therefore, IRS regulations prevent us from issuing individual acknowledgment letters for tax purposes. While these donors are not included in individual workplace donor counts used for participation-based awards, the total amount raised through Special Events is counted toward your company's overall campaign total and eligible for recognition in total giving categories.
- Notify michelle@unitedwaysumner.org that your Campaign is complete.
 - If you can, let us know the amount you have raised through Workplace Giving and the total number of donors who participated.
 - If you have Special Event Money to submit, let us know and we will gladly pick-up your Campaign Special Event envelope.

Your leadership makes a real difference. We're grateful for your partnership—and we're here to support you and your employees however we can, including connecting them with local resources when needed.

Thank you for helping build a stronger, more resilient Sumner County.