



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 pledge forms or 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 let them know when pledge forms are due back. **Make sure employees know if your company will match their donation in any way.**
- Get creative! Small activities like jeans days, raffle prizes, cook-offs, silent auctions, or reserved parking spots can boost engagement and make giving fun.
- As you collect pledge forms:
 - **White copy** goes to UWSC (attach cash/checks to this copy).
 - **Yellow copy** goes to your payroll department for processing payroll deductions.
 - **Pink copy** stays with the employee for their records.

Wrapping Up Your Campaign

To close out your campaign, please include the following in your **Campaign Envelope**:

- All completed **white copies** of pledge forms.
- **Cash/check donations**, paper-clipped to the matching pledge forms.
- Any **Special Event proceeds**, clearly labeled.
 - If collecting 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.
 - **Employees who participate only through a Campaign Special Event (such as a chili cook-off) do not need to complete a pledge form.** These contributions are collected as a lump sum and typically involve 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.
- A **completed Campaign Summary Report**
 - Use the enclosed paper version or download an Excel version from our website: www.unitedwaysumner.org/workplace-engagement.
- A **Pledge Listing Sheet** of all donors
 - Use the enclosed paper version or download an Excel version from our website: www.unitedwaysumner.org/workplace-engagement.

Once you’ve gathered everything, email michelle@unitedwaysumner.org to let us know you’re finished. We’ll coordinate pick-up of your envelope and any unused supplies.

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.