



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Hybrid Workplace Campaign Guide

PLANNING YOUR UNITED WAY WORKPLACE CAMPAIGN

Contact United Way MV to schedule and share the below preferences.

Return completed form to Selma Lupardo at SelmaL@unitedwaymv.org
at least two weeks prior to your start date.

Determine your workplace campaign START and END dates.

Start Date: _____

The start date is when you will allow employees to begin making pledges. This usually coincides with a “kick off” email or letter with giving details, and/or presentation.

Presentation Date: _____

Contact us to schedule an in-person or virtual presentation to align with your start date.

End Date: _____

The end date is the last day, or deadline, for your employees to make a pledge. When choosing an end date be sure to consult your payroll department on deadlines.

Choose your desired frequency of updated employee giving reports.

Reports are available Thursdays by end of day.

United Way will provide you with a report detailing online giving only, including name and amount. You will be responsible for collecting paper pledge forms, cash, and checks, to returning them to United Way MV at the end of your campaign. You will be responsible for providing any payroll deduction information from this report, plus the paper pledge forms to your payroll department.

Choose from the following options:

- Weekly
- Mid-way and end of campaign
- End of campaign only

ONLINE GIVING LINK: <https://bit.ly/unitedgive>

UNITED WAY CONTACTS

Selma Lupardo
Development Manager
315-737-4691 ext. 230
selmal@unitedwaymv.org

Kristyn Bucciero Beckwith
Director of Marcom
kristynb@unitedwaymv.org



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Hybrid Workplace Campaign Guide

UNITED WAY CONTACTS

Selma Lupardo
Development Manager
315-737-4691 ext. 230
selmal@unitedwaymv.org

Kristyn Bucciero Beckwith
Director of Marcom
kristynb@unitedwaymv.org