

## Supporting Your United Way Workplace Campaign: A Guide for People Leaders

At United Way of the Alberta Capital Region, we know that creating real, lasting change in our community starts with committed, compassionate leadership, right in the workplace.

People leaders have an essential role to play in the success of any workplace campaign. When team leaders lead by example – are visibly engaged in their support of United Way – campaign participation increases, employees feel more connected, and the impact we make in our region grows.

Here's how you can make a meaningful difference during your workplace campaign:

### **Be Visible. Be Vocal. Be Engaged.**

- **Share your “why.”** Whether through a team email, chat message, or brief talk at a meeting, let your team know why you personally support United Way. A message that's genuine and personal is one of the most powerful motivators.
- **Talk about the campaign at team meetings.** Use your regular team huddles to bring up your organization's workplace campaign events, goals, or even a campaign fact of the week.

### **Make Space for Participation**

- **Support time to plan, volunteer, or attend events.** When you acknowledge and allow space for your employees' campaign involvement during work hours, you help remove barriers to participation.
- **Encourage team-based activities.** Use campaign events or volunteer opportunities as team-building moments.

### **Motivate and Inspire**

- **Lead by example.** Participate in campaign events, donate if you can, and share your involvement.
- **Start a team challenge.** Whether it's “attend one event” or “bring one United Way fact to a team meeting,” a light challenge can spark engagement.
- **Celebrate participation.** Recognition goes a long way. Celebrate team members who attend workplace campaign events, volunteer, or share their “why.”



### Make the Ask

- **Don't underestimate the power of a personal ask.** Many people don't donate to the campaign simply because no one asked them. A quick conversation or note from a team leader can be the nudge someone needs.
- **Use values moments to connect to the campaign.** If your team uses daily or weekly "values moments," it's a perfect space to share a United Way story or campaign highlight.

### Keep It Human

- **Share stories.** Encourage your team to talk about how community support has touched their lives. Campaigns become more personal (and more powerful) when we understand that giving supports people we know and care about.
- **Foster a culture of connection.** Whether through volunteering, attending events, or simply having meaningful conversations, your role as a connector within your team makes a lasting difference.

