

Engaging New Employees in Giving



One way to show your company values to your new employees is to tell them about your company's commitment to investing in our community through the United Way. Onboarding can be a whirlwind for new employees, but taking some time to remind them of the type of workplace they've joined and the shared values you have is often very meaningful to new employees.

WAYS TO ENGAGE NEW EMPLOYEES:

- Include United Way in your onboarding materials and process:
 - New hire packet or materials
 - Emails
 - Orientation
- Ask the supervisor of the new employee to discuss United Way with them

WHAT INFORMATION SHOULD I SHARE WITH THEM?

- "Welcome to the Team" handout on the next page
- A letter/message from your CEO on your company letterhead
- United Way Pledge form (Available on the United Way of Cass-Clay Campaign Tools Page)

WHAT ELSE DO I NEED TO DO BEFORE I GET STARTED?

- Get management support
 - Successful engagement starts at the top. Involve your CEO and leadership.
- Confirm with the appropriate HR or Payroll team members that new employees can sign up for a payroll deduction donation and when those donations will begin.
- Report back to United Way
 - Make sure you send United Way any new pledge forms that have been completed by employees.
 - Reach out to the United Way team if you need pledge forms or additional information.
- Utilize United Way resources
 - On pages 2 and 3 you'll find a United Way overview and a sample CEO letter to encourage your new employees to get involved in United Way. Consider using these tools to strengthen your new employee orientation process.
 - Additional tools can be found on our website - unitedwaycassclay.org/tools.

HOW TO SUCCESSFULLY ENGAGE NEW EMPLOYEES IN GIVING?

- Review United Way onboarding materials with new employees (Ex. CEO letter, how to sign up for payroll, United Way flyers/handouts)
- Develop a timeline for following up with new employees
- Show United Way's Campaign Video to new employees during onboarding

If you have any questions regarding engaging new employees with United Way, please reach out!

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