



NEW HIRE CAMPAIGN

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The world looks much different than it has in the past and our community is finding new ways to keep going and come together. Even when we're apart, we remain united in kindness, united in service, and united in hope. With every new challenge, we see our community rise to the occasion. And now – more than ever – we need your help to meet this moment and respond to this crisis and our community's needs.

As an extension of our partnership and the important conversations we enjoy during your traditional campaign, we'd like to offer the establishment of a new-hire campaign for those who join your company in-between campaigns. We know social responsibility is important to you, so we'd like to help you showcase that community spirit as integrated into the onboarding process. As always, we appreciate your continued support of Valley of the Sun United Way.

What is a New Hire Campaign?

A New Hire Campaign allows incoming staff members to join your company as donors, united in the philanthropic spirit you weave into your business. The campaign would take place on our Epledge giving platform, allowing employees to contribute in a way that is meaningful to them. If giving via payroll deduction, the total pledge will be divided amongst the remaining number of pay periods for that employee. If you run your traditional giving campaign on Epledge, the site will look very similar to what employees would normally see. This campaign would be open for new hires to contribute to up until your traditional campaign kicks off, giving employees the opportunity to incorporate with your traditional model at that time.

What Steps are Involved?

- **Confirm enrollment in the program via email with your Corporate Relations Manager.** After we receive the "go ahead", we will begin the process of setting up your site and connect you with our Epledge support staff.
- **Work with Valley of the Sun United Way's Epledge team on campaign logistics.**
 - Determine frequency of providing new employee files to import into the system
 - Tell us the first and last paycheck dates of your calendar year
 - Connect us with a contact in your payroll department to receive alerts when a new employee makes a payroll deduction pledge

What tools can United Way Provide?

We can set up communications generated directly from the site to prompt employees to click their unique link to give, or we can provide the site details for you integrate with your new hire communications plan. We can also customize your site with additional details on the who/what/why of giving and the impact donor dollars have in the community.