

Saying THANK YOU



Say “Thanks”

You can never say THANK YOU enough to those who invest in United Way with their time, talent and treasure. As ECM, this is one of your most important roles—thanking your co-workers. Make sure to involve management in the process. Don’t forget to announce the company and community campaign results. Here are some tried and true ways to say thank you:

Thank You Letters:

The United Way has several samples of Thank You letters you might find useful or feel free to create your own letter that expresses your company’s unique style of appreciation

- Letter from CEO
- Letter from Campaign Committee Members
- Letter from local president of employee union
- Letter from child or adult who has received United Way services

Distribute these letters in any number of ways:

- CEO or Employee Campaign Manager delivers them personally to work stations
- Printed “Thank You” Insert into pay envelope
- Print or copy in the employee newsletter
- Mail individually to the employee’s home

Thank You Gifts:

The United Way catalog features hundreds of items that can be ordered for your thank you efforts. Your company may also have novelty and/or gift items with your company’s logo. Check out the United Way Store online at www.unitedwaystore.com.

- Candy kisses/chocolate hearts for each donor
- Tickets for free dessert from company cafeteria for all donors
- “Credits” redeemable at company gift shop

Thank You Awards:

A recognition of groups, departments, individual contributors and volunteers can take many forms.

- Certificates or plaques
- Paper weights or desk sets
- Pins
- Gift baskets

Thank You Events:

Special events are a meaningful way to wrap up an employee campaign, show employees just how much they have accomplished and how much their support is appreciated.

- Thank you breakfast or lunch
- Victory rally
- Morning donut break
- Picnic
- Ice cream social

Public Thank You ideas:

Once employees become involved in the United Way effort, it is important to share the final results with them and recognize their role.

- Place a banner in a heavily travelled area
- Place United Way Thank You posters throughout your facility
- Publish a special thank you edition of your internal employee publication
- Place thank you on computer bulletin board
- Develop a bulletin board or display with photos and momentos of your own year-round United Way activities
- E-mail, company internet/intranet or voice mail
- Post an honor roll of company volunteers and donors