



Regardless of how much a donor is able to give, they want to feel appreciated and to see the impact of their investment in their community. A Campaign Celebration or wrap-up event allows you to do just that- to thank all of those who were mobilized to give, advocate and volunteer during your workplace United Way Campaign.

Saying “thank you” not only shows appreciation, but also sets the tone for year-round communication and next year’s United Way campaign. People will have a more positive feeling about their donation, and receiving appreciation increases the likelihood that they’ll participate next year.

Components of a good Celebration Event:

- Plan your Celebration with your committee whatever best suits your organization. It can be a physical event like a breakfast or an afternoon gathering with treats and speakers or it can be a virtual event with speakers and videos.
- Thank, thank, thank! Show your appreciation for donors, volunteers, committee members and all other contributors. Mention specific individuals and their unique contribution where appropriate.
- Recap your campaign- use a photo slide show or share stories to look back on the year’s campaign and all that your team has accomplished.
- Share the Impact- share your Campaign total in the context of what that investment will achieve at a community level. Your United Way staff partner will be able to help you with this.
- Include a thank you message from your organization’s senior team or CEO. This reinforces your organization’s affiliation with and support of United Way.



Components of a good Celebration Event:

- Announce winners from any contests or events you have organized during the course of the Campaign. Doing this also encourages people to attend your Celebration event.
- Place “thank you” messages on bulletin boards and lunch rooms and other common areas in the workspace. Incorporate photos of employees participating in campaign events if possible.
- Send a Celebration email to follow up the event for those who could not attend. Reiterate your appreciation and impact messaging.

Questions?

If you have any questions or need support in planning your campaign please connect with us uw@unitedwayem.ca.