

## HOW TO INCORPORATE HANDS-ON EXPERIENCES

We know that for some companies the most important part of the United Way campaign is the goal amount. But did you know that for donors, the most important part is hands-on experience?

Studies found that more than one-third of donors have volunteered their time in the past year. Even better? Studies found that **56% of donors are more likely to give after attending an event**. Incorporate events into your campaign strategy to get max participation from your employees!

### AGENCY TOUR

**Suggested timeline:** Mid-campaign

[Book an agency tour](#) during your campaign. **Raise awareness for the United Way campaign** and let coworkers experience the value the campaign brings to the community first hand. Thirty percent of donors find it **very important that an event gives them the opportunity to meet and interact with those impacted** by the organization. **Pro tip:** Tour a nonprofit that matches your company's culture.

### COMPANY FAIR

**Suggested timeline:** Mid-campaign

[Book a company fair](#). Bring in various agencies to host informational tables about their organizations. Help your coworkers understand the value of United Way in the community. **Did you know?** Sixty-three percent of donors believe it's important to **interact with employees from the nonprofit** they support.

### VOLUNTEER PROJECT

**Suggested timeline:** Plan for a fun Friday during campaign

[Offer employees a volunteer opportunity](#). Research shows that **82% of employees want chances to connect with peers** at a company-supported volunteer event. Get your employees engaged AND make it easy for you!

United Way's Volunteer Center has many volunteer opportunities available to you and your company. From group events to Service 2 Go projects, the Volunteer Center is there to help you every step of the way. **Why?** Because studies show that **94% of donors look for opportunities that make a positive impact on other's lives**.

Interested in doing a deep dive into volunteer projects? We now have a webinar available to you. Reach out to your United Way campaign representative for a recording.

All United Way campaign materials are available for download at [HelpingPeople.org/campaign-hq](https://HelpingPeople.org/campaign-hq).

