

Benefits of Running a United Way Campaign



When you give through your United Way of Olmsted County workplace campaign, your donations go towards funding the most critical health and human service needs that improve the quality of life for all residents of Olmsted County.

But what are some of the other benefits to your company when you run an employee campaign with United Way?

Non-Profit Awareness: Many people are unaware of the programs that our funded partners provide to all residents in Olmsted County. Running a campaign will allow for an easy way to convey this message and expose your coworkers to resources they may have never known about.

Volunteer Opportunities: United Way's Volunteer Center coordinates local volunteer opportunities for all non-profit organizations in our community.

Improved Customer Relations and Loyalty: Market research shows that customers are more likely to purchase goods and services from organizations that support their local community.

Community Relations and Enhanced Corporate Image: Supporting the United Way shows that your organization provides more than a product or service, it provides supports for the local community as well.

Improved Stakeholder Relations and Recognition: A visible interest in Olmsted County's capacity to maintain a network of health and human services can enhance relationships with your stakeholders and other community leaders. All organizations who participate with us in our annual campaign have an opportunity to be recognized for their community involvement.

Enhanced Employee Relations: Running a campaign can humanize the corporate machine as employees work to better their community as well as the company. Participation in a campaign committee can help develop teambuilding skills and boost morale as employees learn to set goals and achieve positive results.

Financial Benefits: Companies and their employees can receive tax deductions and/or credits from charitable giving.