

## Benefits of Running a Campaign

*A successful United Way campaign can create a positive impact on your business and motivate your employees while helping to improve lives in our community.*

### **You gain improvements in individual and team productivity.**

When you break down unit or divisional barriers by motivating employees to work together on any kind of activity (such as volunteer service) it builds relationships, communication and respect. Eliminating organizational barriers teaches people to work together more productively – and productivity leads to profits.

### **A successful campaign enables employees to “win” even if the organization is experiencing challenges.**

A victory in any environment boosts people’s spirits, morale and energy. A successful campaign helps build a tradition of winning, whatever the current business environment. When we think of ourselves as winners in everything we do, it creates a can-do attitude that helps the organization.

### **Successful campaigns generate positive publicity and good will – both internally and externally.**

Positive name recognition is created through service to the community, as well as by the excellence of your product or service. When you’re publicly recognized for your community-based efforts – in newspapers and community and United Way events – the residual image benefits are high. Success and recognition for a great United Way campaign are effective ways to build and strengthen a company’s image without spending more promotional dollars.

### **A successful campaign helps develop employee involvement and ownership.**

All businesses, and particularly entrepreneurial enterprises, need activities – such as a United Way campaign – that involve employees in decision-making and allows individuals to contribute and gain a sense of ownership.

### **A strong campaign enables you to identify strong performers.**

By assigning a manager to run your organization’s United Way campaign, you can test his/her abilities to handle greater business responsibilities. The role requires team-building, effective communications, presentation skills, sales know-how and detailed project management. You can see your manager interact with the other parts of the organization and get a feel for those who know how to get things done. Leading a United Way campaign is a good management test, without risk to your organization.

“Our annual United Way Campaign allows us to make a difference that improves the quality of life in our community. Running our campaign also taps into our employees’ innate desire to help others, while proving that Brother lives its Corporate Social Responsibility. By working together as a team, we send a message that we can accomplish great things and provide motivation for our employees. It has become an important part of our corporate culture.”

- Jerry Benn  
Vice President of Human Resources  
Brother International Corporation  
Member, Board of Trustees  
Somerset County United Way

“We have many employees who want to make a positive difference in their communities. An organized company campaign provides them with an additional avenue through which to channel that generosity. It also brings employees together, fosters their organizational and leadership skills and solidifies our company’s connection with the communities in which we do business. Finally, it’s very clear that personal involvement in such a worthy cause generates positive employee morale. For all these reasons - and more - sanofi-aventis is proud to support community events and causes like United Way.”

- Ann Isom  
Senior Director, US  
Philanthropy and  
Relationship Management  
sanofi-aventis, US

**GIVE. ADVOCATE. VOLUNTEER.**