

NEW HIRE WELCOME PACKET

United Way
of Greater Stark County



Implementing a letter into your new hire packet is a great way to begin educating new employees about your commitment to our community and partnership with United Way. It helps further creating a culture of giving back right from the very beginning of their employment. Adding a letter and asking employees to give during the new hire process will help to continue to foster this culture for the long-term.

It is always a nice touch to deliver the new hire information in person. The primary reason people don't participate in the United Way campaign is because they feel they haven't been asked. So, take a couple minutes during the new hire process to let them know why giving back is so important to your organization and our community.

United Way can provide you with extra pledge cards and brochures to have on-hand to use throughout the year as part of this process.

Please be sure to talk to your payroll department before implementing a new hire process for giving to ensure that you are meeting their requirements for paperwork.

If you choose to implement an ask for United Way as part of your new hire process, United Way will accept these pledge cards on an on-going basis throughout the year. New employees would be signing up to give for the remainder of the current year (ie: if they start employment and begin giving in September, that payroll deduction would run through the end of December). They would then complete another pledge form during your workplace campaign to make their pledge for the upcoming year.

You can mail, fax, email or call United Way to pick up pledge cards throughout the year for your new hires. If you have any questions about incorporating United Way into your new hire process, please contact your United Way representative, or call (330) 491-9974 for assistance.



Sample New Hire Letter

<DATE>

Dear <New Hire>,

Congratulations on your new position! You joined a company committed to fighting for the health, education and financial stability of every person in our community. We are so grateful <COMPANY> is a strong partner with United Way of Greater Stark County. Together, we are finding solutions to needs in our community by mobilizing the best resources and inspiring others to join us.

You can be one of the game-changers alongside <COMPANY>. No matter the size, your gift will change lives.

With <COMPANY>'s help, United Way of Greater Stark County will achieve their BOLD GOALS in Health, Education and Financial Stability. We fight for the physical and mental health of our residents. We fight for students before they enter kindergarten and throughout their academic journey to graduation and career readiness. We fight for local people who need good paying jobs and affordable housing. We fight for YOU – and your family, coworkers, neighbors and friends.

Welcome to <COMPANY>! You are a member of an organization working on the bold change in our community. Together, we can create collective solutions where everyone can succeed in school, work and life. It cannot be accomplished along. Together, we win by living United.

Thank you for your gift,

Maria Heege

President & CEO, United Way of Greater Stark County

