



UNITED WAY NEW HIRES PROGRAM

Your support for United Way of Gloucester County funds health, education, and financial stability in our local community.

WHAT IS A NEW HIRES PROGRAM?

One way to increase employee engagement at your company and support our community is by starting a New Hires Program to encourage recently hired employees to sign up for a weekly or biweekly payroll deduction donation to United Way. A New Hires Program is a great addition to your annual campaign and can be especially helpful for companies who hire employees throughout the year.

HOW DO I IMPLEMENT A NEW HIRES PROGRAM?

To set up a successful New Hires Program as part of your campaign:

1. Confirm with your company's HR or payroll that new employees can sign up for payroll deduction donations and when those new donations will start being deducted.
2. Determine the best way to capture employee pledges. Ask United Way for paper pledge forms or go online to our website www.uwgcnj.org/campaign-toolkit/ to print them out for employees.
3. In your new employee welcome packet or emails, include information about United Way such as:
 - a) Directions on how to sign up for payroll deduction or how to make a one-time donation. Include our website address listed above to allow employees to sign up easily, or include a paper pledge form.
 - b) United Way campaign materials (all available on website).
 - c) A letter from the CEO inviting employees to give and sharing how your company supports community giving.
4. During an employee orientation, show the UW campaign video, and explain why your company supports the community like this.
5. Create a timeline to follow up with employees after orientation.
6. Provide your HR team and United Way with the pledge forms new employees have filled out.
7. Thank your new employees for participating.

SHARE THIS INFORMATION WITH NEW EMPLOYEES:

HOW UNITED WAY WORKS



HOW ARE YOUR DONATIONS USED?

Your donations to United Way of Gloucester County go directly to support 13 local programs in Gloucester County. If you would like your gift to go to a United Way partner agency or other nonprofit, it will go directly there. Donations not directed to another nonprofit are used wherever they are needed most in the community to support education, health, and financial stability through United Way programs and partner agencies.

VISIT OUR WEBSITE

We just entered our 67th year serving Gloucester County! Please visit our website for lots of valuable information: campaign tools, our partner agencies and the programs we fund, and our Mini Grant recipients, which are funded by the Live United 365 Small Business Circle: www.uwgcnj.org