



ENGAGING

THE NEXT GENERATION



United Way of
Southwestern Pennsylvania

**A PLAYBOOK TO INSPIRE
YOUNG PROFESSIONALS FOR
YOUR WORKPLACE CAMPAIGN.**

WHY A PLAYBOOK?



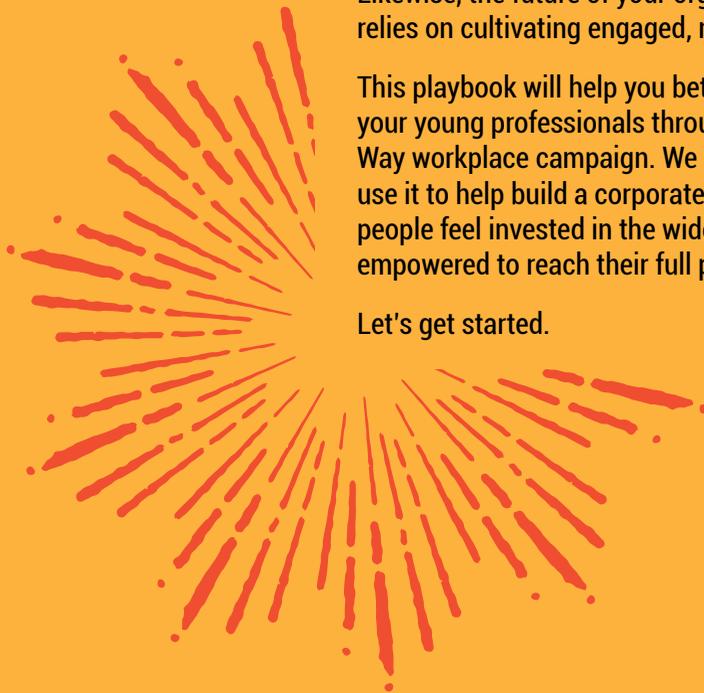
You might wonder why it's necessary to create a guide like this to engage your young professional coworkers.

In short, our future depends on it. The Next Generation of leadership and donors are critical to United Way's efforts to create equitable opportunities for our community in the years ahead.

Likewise, the future of your organization also relies on cultivating engaged, motivated leaders.

This playbook will help you better connect with your young professionals through your United Way workplace campaign. We invite you to use it to help build a corporate culture where people feel invested in the wider community and empowered to reach their full potential.

Let's get started.

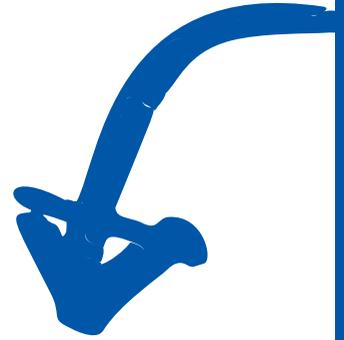


The vast majority of young professionals believe business success should be measured by more than profit.

They are interested in more than making a good living; they want to feel fulfilled by what they do. That's why 55% of young professionals say that volunteer policies play into their decision to accept a job offer.

They see volunteering through their workplace as a way to connect with other colleagues and cultivate their soft skills. It can significantly contribute to their professional development and their overall job satisfaction.

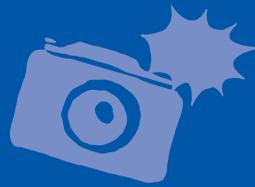
As companies compete for talent, United Way can help attract and retain the best and the brightest.



**GIVING BACK
IS GOOD
BUSINESS.**



HOW UNITED WAY HELPS YOU INSPIRE THE NEXT GENERATION.



United Way has the expertise to help you channel employee passion to do good and build a stronger, more loyal workforce. Through our programs, we offer:

- Actionable recommendations to engage your young professionals
- Volunteer opportunities throughout the year
- Membership in Bridges Society, United Way's donor affinity group exclusively for people 45 and under
- Digital media tools (email, social, website and mobile) to share impact stories or impact results
- Fun, team-building ideas

Only United Way can create as many opportunities to engage the caring power of young professionals.





4 PROVEN WAYS TO ENGAGE YOUNG PROFESSIONALS IN YOUR WORKPLACE CAMPAIGN

Appoint a Next Gen Ambassador.

Is there a young leader at your workplace ready for an opportunity to shine? Appointing a Next Gen Ambassador creates an important connection with United Way while also helping you execute a strategy specifically for your workplace. Being a Next Gen Ambassador can be an exciting leadership opportunity as well for your workplace's young professionals.

Make leadership accessible.

Young professionals take their cue from the leaders in their company. An email endorsement from the CEO only goes so far. By getting visibly involved, your executives send the message that United Way participation is an excellent way for young professionals to gain exposure and advance their career.

Promote Bridges Society.

United Way's donor affinity group exclusively for young professionals (45 and under) who donate at a leadership level, opens up rewarding possibilities to lead, network and become more deeply involved in our community. Bridges Society events bring together like-minded professionals and provides face-to-face opportunities to meet corporate and community leaders.

Incentivize participation.

Giving back with your time and donation can be a lot of fun. We encourage you to "gamify" your workplace campaign by adding clever incentives for involvement and achievement. These can be friendly competitions as well as both tangible and intangible rewards such as free days off for volunteering, sports/event tickets, department lunches and casual dress days.

YEAR-ROUND OPPORTUNITIES TO ENGAGE YOUNG PROFESSIONALS.

Don't lose the momentum you've worked so hard to create during your workplace campaign. By incorporating volunteer opportunities and engaging events on your company's calendar, you can help your young professional colleagues stay invested in United Way throughout the year.



Share the impact.

The United Way team can help demonstrate the impact your employees make with their time and dollars. We will arrange presentations from agency partners and provide impact videos that bring our work to life and can encourage your young professionals to share the work with others.



Friendly competitions.

Getting teams together in the spirit of friendly competition is a great way to build camaraderie and break up the daily routine. Host a trivia contest, a scavenger hunt or talent competition between departments.

Networking opportunities.

Whether it's a happy hour or a lunch-and-learn, young professionals are looking for occasions to interact with each other and corporate management in more relaxed environments. Think about adding a relevant topic like work/life balance or personal finance.

What else? Get creative.

When it comes to engaging young professionals, let your imagination be your guide. Is it a special cooking class? A dodgeball tournament? Perhaps a hidden talent challenge? Think outside the box and have fun. (And share with us what worked for you.)

Don't forget: United Way can always arrange group volunteer opportunities throughout the year.

SEE WHAT'S WORKED FOR OTHER WORKPLACE CAMPAIGNS.

Some of our region's leading companies have created successful programs to engage young professionals. Here are just a few:



Meet the CEO Luncheon

Company: West Penn Power

Details: West Penn Power's CEO hosted a lively luncheon event for 25-30 Next Gen prospects, sharing insights about their career and advice on how to navigate life.

Extra Touch: A professional photographer was available to take headshots for attendees, something that many young professionals don't have.

Result: West Penn Power saw an increase in Next Gen participation in United Way campaigns.

Dodgeball Tourney

Company: Schneider Downs

Details: More than 60 people attended the company-hosted dodgeball event, held in a caged basketball court on the roof of a downtown apartment.

Extra Touch: Snacks, drinks, music and a raffle made this a low pressure, engaging way to expose Next Gen prospects to United Way.

Result: Schneider Downs continues to grow their ranks of Next Gen professionals.



Young Professionals Engagement Event

Company: UPMC

Details: An appreciation event for employees under 45 who contributed \$250+ to United Way. Speakers included UPMC leadership, Bridges Society co-chair and a United Way representative.

Extra Touch: Participants were able to meet one-on-one and hear from UPMC's CFO in a non-formal setting where they talked about the importance of participating in a United Way campaign. Additionally, the event was held at an exclusive UPMC location typically only accessible to top leadership.

Result: Young professionals received a deeper understanding of how their donation makes an impact on our community.

Need more ideas? Your United Way team can help you make your workplace campaign a hit with young professionals.



United Way of
Southwestern Pennsylvania



**GIVE. ADVOCATE. VOLUNTEER.
MAKE AN IMPACT.**

United Way of Southwestern Pennsylvania Serves
Allegheny, Armstrong, Butler, Fayette, & Westmoreland Counties