

NEW HIRE PROGRAM WITH UNITED WAY

Your support for United Way of Utah County funds childhood education, youth social and emotional health, and family 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 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 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 an online pledge site that can be open all year.
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 make a one time donation. Include a QR code or link to allow employees to sign up easily or include a paper pledge form.
 - b. United Way campaign flyers and materials (can be requested from United Way)
 - c. A letter from the CEO invite employees to give and sharing by your company supports community giving
4. During an employee orientation show United Way videos or allow the campaign leader or other company leadership to speak why your company supports the community. Be sure to point out materials in the packet and how employees can sign up to give.
5. Create a timeline to follow up with employees after orientation to remind them to sign up by a certain time.
6. Provide both your HR/payroll team and United Way with the pledge forms new employees filled out. If you asked United Way to run your online pledging system, discuss with your United Way rep the timeline to review these pledges and send to your company payroll.
7. Thank your employees for participating.

WHAT INFORMATION SHOULD I SHARE WITH NEW EMPLOYEES?

What does United Way do?

United Way of Utah County supports Utah County children in three areas:



EVERYDAY LEARNERS

Early Education

Helps childhood literacy through early learning and education



EVERYDAY STRONG

Social and Emotional Health

Helps children and youth with anxiety and depression



EVERYDAY SUPPORT

Financial Stability

Helps individuals and families become financially stable

How are your donations used?

100% of your donations to United Way of Utah County goes directly to support local programs in Utah County. If you direct your gift to a United Way partner agency or other nonprofit, 100% of your donation is directed to that organization. Donations not directed to another nonprofit are used wherever they are needed most in the community to support early education, social and emotional health, and financial stability through United Way programs and partner agencies.

Share a Video

Visit the United Way of Utah County YouTube channel to share a variety of videos about how United Way and employee donations make a difference. Click the links below to see a few of our favorites:

- [How is my donation used](#)
- [Bedtime Stories](#)
- [South Franklin Community Center](#)
- [EveryDay Strong](#)
- [Help Me Grow](#)
- [211](#)

Welcome Letter

This is a customizable letter that can come from the CEO of your company or the CEO of United Way of Utah County. Both are included in this packet.

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United Way has a sample letter to welcome new employees:

(DATE)

Dear (PERSONALIZE) ,

Congratulations on your new job! You are joining a company committed to the well-being of our shared community. We are so grateful for (COMPANY NAME) , which is a strong partner with United Way. Together, we are mobilizing your colleagues' caring power to change lives throughout Utah County.

You can be a part of the meaningful and lasting change (COMPANY NAME) is striving for in our community through partnership with United Way. No matter the size, your donation will change lives. With just a few dollars per paycheck you can improve childhood education, youth social and emotional health, and family financial stability. For example your donations can provide the following:

\$5/paycheck*: 26 books to build a child's personal library or help 52 people find resources for food, housing, and healthcare through Utah 211

\$10/paycheck*: 26 home visits or videos calls to teach new parents important child development information or 130 low-income families with tax assistance

**26 pay periods per year*

At United Way, we are careful stewards of your generosity. With our transparent process, your investment goes toward proven programs that tackle Utah County's toughest challenges. We work with our business, nonprofit and government partners to create community initiatives focused on EveryDay Strong, EveryDay Learners and Everyday Support. Companies like (COMPANY NAME) are a vital part of this process, bringing a valued perspective to the table.

Welcome to (COMPANY NAME)! You are a member of an organization that is part of the positive change in our community. Join us as we work together toward a Utah County where everyone can succeed in school, work and life.

Sincerely,

President & CEO