

New-Hires Program

A proven Method of Year-Round Employee Solicitation, The United Way:

A program which can reduce significantly the time (*and therefore, the cost*) your company spends conducting its annual in-house United Way campaign, while providing the stability to the United Way system. The success of this program has been proven repeatedly nationwide.

The New-Hires Program:

Simply put, the New-Hires program gives each new employee of your organization an opportunity, at the time of employment, to make a United Way pledge for the balance of the year. In many cases, the new-Hires program will enable your new employee to continue the United Way pledge, begun at his or her last place of employment, with your firm.

And for those individuals joining the labor force for the first time, the New-Hires program provides an excellent opportunity to tell the United Way of the Big Bend story to these first-time givers, men and women upon whom the future of the United Way movement depends. After learning the needs of the community, these employees are more likely to contribute generously during the annual campaign.

Why Are New-Hires Programs Needed?

If you have ever lost a valued, long-standing account, you know how necessary it is to find a replacement for that account as soon as possible. The United Way faces such problems almost daily. We lose accounts every time there is a personnel turnover in organizations such as yours. Since an employee's pledge often is based on payroll deduction, employment termination cancels the balance of his pledge. Even though such collection losses might not be significant for any one company, they become a source of deep concern to local United Ways when viewed in light of the numerous area firms and organizations participating in the payroll deduction program. The New-Hires plan can help recover some of the dollars lost to the United Way campaign through pledge cancellations by terminated employees.

We're Asking Your Support

To help us minimize the losses incurred through payroll termination and to increase both the efficiency and effectiveness of United Way campaigns, we're asking your organization to adopt the New-Hires program. Locally and nationally, the program has been implemented by organizations such as yours with excellent results.

The Program Has Widespread Acceptance

In every community where the plan has been instituted, it has proven of great benefit to the United Way and its member agencies. The program does not place an undue burden upon the organization since normal hiring practices require the signing of many forms such as health insurance and exemption certificates. The only paper work a New-Hires plan requires is the signing of a pledge form by the employee and initiating the payroll deduction. In fact, experience of participating firms over several years proves a substantial reduction in the time and cost of carrying out the annual United Way campaign while achieving significantly increased results.

The New-Hires Enrollment benefits the employer, employee, and the United Way

Employer Benefits:

- Easy to implement since normal hiring practices require an employee orientation into which the New Employee United Way Enrollment Plan can be incorporated.
- Eases administrative tasks since, once employees are in the habit of giving, the solicitation of the employees in the future for the United Way is much easier.
- Enhances the organization's image by demonstrating to the community its concern for the well being of its citizens by insuring that essential human services are available on a year-round basis for all who need them.
- Fosters employee moral. If an employee is free of personal problems his or her concentration and production are increased. United Way agencies provide many services that can assist employees in solving their personal and family problems.

Employee Benefits

- Informs the employee, upon hiring, of the various United Way services not only available to themselves, but their family as well.
- Through the organization's Payroll Deduction Program the employee is able to make a meaningful contribution payable over a 12-month period of time.
- Affords the employee the opportunity to feel he or she is a part of the community by insuring that vital community human services will be available to all who need them.
- Assists the organization's employees in filling their original group pledge to the United Way campaign by helping to offset the losses due to cancellation of former employee pledges.
- In many instances, affords the employee the opportunity to continue his/her pledge to United Way which was made at their previous place of employment.

**United Way Benefits:**

- Helps offset the financial losses the United Way incurs through the cancellation of employee pledges due to termination, transfers, layoff, etc.
- The New-hires Program has proven successful in increasing the number of contributions to the United Way campaign.
- Ensures a higher level of employee giving.
- Develops an employee's knowledge about United Way programs which in turn can be disseminated back to their families, friends and neighborhoods.
- Strengthens the total campaign efforts.
- Can stimulate employees into volunteering their services to United Way service providers or the United Way because of their increased knowledge about the services and programs provided.
- It helps keep campaign costs low.
- Makes the employing organization more aware of the possible losses in their employees' original group pledge to the United Way.

First steps to starting a New-Hires Program

- Secure management authorization and policy clearance
- Involve Human Resources/Personnel
- Contact your United Way of the Big Bend Representative
- Get Started!!