

Unite to fuel Change



Greater Twin Cities
United Way

ENGAGING LABOR THE UNION EMPLOYEES

United Way's partnership with organized labor spans more than 75 years. We partner with the Minneapolis Regional Labor Federation, St. Paul Regional Labor Federation, and Teamsters Joint Council 32 to reach approximately 195,000 union employees.

United Way supports the labor-affiliated nonprofits Minneapolis Working Partnerships, Saint Paul Labor Studies and Resource Center, and Minnesota Teamsters Service Bureau by funding programs that provide direct support and community services to nearly 13,000 union members and families annually. Through our partnership, labor and United Way build pathways to prosperity and equity for all through advancing educational success, increasing household stability, and fostering economic opportunity.

BEST PRACTICES AND STRATEGIES FOR REACHING UNION EMPLOYEES:

Highlight the partnership between labor and United Way: It provides a strong opportunity for labor and management to work collaboratively toward a common goal: improving our communities.

Involve your union(s) in campaign planning and activation: The most successful committees are made up of representatives from all areas and levels of your organization.

Encourage a campaign kickoff meeting for union members: Schedule a union speaker through United Way to inspire members about the labor and United Way partnership.

Create a message from management and labor: A joint letter from management and the local union(s) in your company endorsing the campaign shows unified support and can boost participation.

Use United Way's labor-specific materials: Organized labor and United Way's customized materials emphasize the partnership and encourage collaboration for a successful workplace campaign. Order materials today: (<https://junction.gtcuw.org/Ambassador/Orders/Pages/default.aspx>).

Include labor success stories in your communications: This is a great way to educate your donors about how their contributions and volunteer efforts are impacting our community. See examples: (gtcuw.org/about_us/partners/organized_labor/).

Encourage volunteerism: Be sure to include union members as you plan your volunteer projects within your company. Opportunities can be found through Volunteer United (gtcuw.org/volunteerunited) or by contacting volunteerunited@gtcuw.org.

Thank and recognize: Recognize the union(s) within your company as an integral and vital part of the campaign success.

Share your donor data with United Way: United Way works to thank and recognize all our donors. Please help identify your union employees, so we can thank their union(s) and continue the collaboration.

If you have questions about engaging labor and union employees within your company's campaign, please contact Megan Dvorak at Megan.Dvorak@gtcuw.org or 612-340-7523.

