



TOGETHER WE THRIVE.
Your gift changes lives.

ENGAGING LABOR & UNION EMPLOYEES

United Way's partnership with organized labor spans over 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 non-profits) 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 fight for a better life for everyone in our community through access to training, family-supporting jobs, education, and a supporting our safety net.

BEST PRACTICES AND STRATEGIES FOR REACHING UNION EMPLOYEES:

Introduce the partnership between labor and United Way. It provides a strong vehicle for labor and management to work collaboratively towards a common goal: improving our communities.

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

Include labor success stories in your communications: This is a great way to educate your donors about how their contributions and volunteer efforts impact 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).

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.

Thank and recognize: Recognize the unions within your company as an integral and vital part of the campaign success.

Use United Way's labor-specific materials. Organized labor and United Way's customized materials emphasize the partnership as well as encourage collaboration for a successful workplace campaign. Order materials today: (gtcuw.org/campaign/materials/).

Create a message from Management and labor: A joint letter from management and the local unions in your company endorsing the campaign and encouraging support can boost participation.

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 and continue the collaboration.

If you have questions about engaging labor and union employees within your company's campaign, please contact Becky Ehret at Becky.Ehret@gtcuw.org; or 612-340-7673.