

VIRTUAL CAMPAIGN TIPS



United Way of Mower County

KICKOFF

- Set up virtual meetings to kick things off with either Managers or Campaign Coordinators taking the lead.
- Don't forget to record and distribute the kickoff for those who couldn't make it!

COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.

Don't be afraid to reach out to UWMC for any kind of resources, materials, or ideas you might need!

THEMES

- Looking to have some fun with your Workplace Campaign? Check out some of these themes!
- Sports/Olympics
 - Be a United Way Champion
 - Team Up for Tomorrow
- Back to School
 - The ABCs of Caring
 - Give - It's Elementary
- Hollywood
 - Reach for the Stars
 - You're a Star when you give to United Way!

INCENTIVES

- Think about adding various prizes or incentives for donating to increase involvement.
- Prize and incentive ideas can vary from flower or pizza deliveries to even extra vacation days.

VIRTUAL EVENTS

- Creating opportunities like department wide quizzes or hosting a photo contest can engage employees even from a distance.
- Encourage employees to participate in virtual events. The more fun they're having, the better!

RECOGNITION & THANKS

- Try and take the time to recognize employees who gave or participated in various ways.
- Highlighting givers through team calls or monthly newsletters are a great way to acknowledge participants.

HAVE FUN!

- However you choose to run your virtual campaign, the most important part is that everyone involved enjoys it and has fun!

