

VIRTUAL CAMPAIGN TIPS



Greater Milwaukee
& Waukesha County

KICKOFF

- Set up a company-wide virtual meeting or two! United Way speakers are available to join your virtual kickoff to talk about the impact of gifts made to United Way of Greater Milwaukee & Waukesha County.
- You can record a video from a senior executive to be distributed electronically to all employees.

RESOURCES

- The Workplace Campaign toolkit is available online at UnitedWayGMWC.org/your-campaign. This toolkit includes sample email messaging, video links, PDF's of collateral materials and more.
- Your United Way contact can guide you through all steps of running a digital campaign as well as help you goal set, train your team, and more.

Need something that is not available in the online tool kit? Ask your United Way contact!

COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees. Consider sending a daily email.
- Have your Campaign Committee make individuals asks of their team members. Try phone calls or virtual meetings instead of emails. People give to people.

INCENTIVES

- Popular prizes include a day off with pay, and raffles for unique experiences. Drop off custom prize packs (based on your campaign theme) to employees at home, have food delivered or upgrade employees' home office for a prize.
- Use a pledge receipt as entrance into a raffle or giveaway, rather than an additional cost for a ticket.
- See our incentives ideas at UnitedWayGMWC.org/giving-incentives.

SOCIAL MEDIA TIPS

Follow us here:



BEFORE THE CAMPAIGN

- Feeling daring? Share your goal(s) on social media and record your progress publicly! Otherwise, keeping track and showcasing your goal on newsletters and internal communications is a great way to drive engagement.
- Have one of the activities to qualify for an additional raffle ticket be following your organization on social media! Each social channel following equals another raffle ticket. Feel like sharing the love? Have them follow [@UnitedWayGMWC](https://twitter.com/UnitedWayGMWC) on all social channels for even more additional entries!
- Let the community know you are supporting them by running a United Way campaign. Don't forget to tag [#LiveUnited](https://twitter.com/LiveUnited) & [@UnitedWayGMWC](https://twitter.com/UnitedWayGMWC)

DURING THE CAMPAIGN

- We will be sharing stories constantly throughout the campaign season. Feel free to check in on our social media channels for some inspo!
- Celebrate your successes on your social accounts and ask your neighboring businesses who are running campaigns to share their wins!
- Have a United Way partner agency that is near and dear to your heart? Follow them on social media, and ask others to follow suit!

AFTER THE CAMPAIGN

- Share your results on social media!
- If they agree, give a shout out on social to the individuals that were able to contribute at a leadership level, or that joined a donor network this campaign!

VIRTUAL EVENTS

- Find opportunities to create virtual events: have a virtual silent auction with prizes like gift cards or lunch with the CEO, coordinate department quizzes and get-togethers, or host a photo contest on your intranet. Engage employees even from a distance!
- Empower employees to participate in virtual volunteer opportunities on their own, as a department, or as a company. Opportunities include, writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.
- See our **special event ideas**.
- See our virtual volunteering opportunities at UnitedWayGMWC.org/volunteer.

CAMPAIGN MATERIALS

- If you're unable to pass out brochures and materials, email them to your team and post them on your intranet.
- No paper pledge forms? No problem. Your United Way contact will help you set up an online giving link making it easy for employees to donate.
- Mailing in a gift? Work with your contact to send it to our secure lockbox.
- See our campaign materials at UnitedWayGMWC.org/campaign-materials.

RECOGNITION & THANKS

- Send thank you e-cards from your CEO and campaign committee members.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- If possible, host an event for donors who give at a certain level.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.