

# VIRTUAL CAMPAIGN TIPS

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## 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 Yuma County!
- You can record a video from a senior executive to be distributed electronically to all employees (UWYC Happy to come help film/produce it!).

## RESOURCES

- The Workplace Campaign toolkit is available online at [www.liveunityyuma.org/campaign](http://www.liveunityyuma.org/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.

## 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!

## 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.

## INTERNAL EVENT IDEAS

- 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!
- Looking for special event ideas? Visit [liveunityyuma.org/campaign](http://liveunityyuma.org/campaign) for a list of both in-person and virtual event ideas!

## 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 [liveunityyuma.org/campaign](http://liveunityyuma.org/campaign)

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## SOCIAL MEDIA TIPS

### BEFORE & DURING THE CAMPAIGN

- Feeling daring? Share your goal(s) on social media and record your progress publicly! Otherwise, keeping track and showcasing your goal on 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 @UnitedWayYuma on all social channels for even more additional entries!