

# VIRTUAL CAMPAIGN TIPS



United Way  
of the Eastern Panhandle

As we remain diligent about preventing the spread of COVID-19, you might find that a virtual workplace campaign works better for your organization. Virtual campaigns are a great way to run an engaging workplace campaign while employees are working remotely or social distancing in the workplace.

## GETTING STARTED

- Schedule a meeting with your company's CEO to confirm campaign goals and objectives.
- Meet with your United Way representative. Contact Heather Polinik at [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org) to schedule a virtual meeting.
- **Schedule a company-wide campaign kickoff meeting!** United Way speakers are available to join your virtual or social distanced kickoff to talk about the impact of gifts made to United Way of the Eastern Panhandle.

## RESOURCES

- The Campaign Toolkit is available online at [uwayep.org/campaign-toolkit](http://uwayep.org/campaign-toolkit). This toolkit includes sample email messages, fundraising ideas, information sheets, pledge forms, and more.
- Your representative can guide you through all the steps of running a workplace campaign as well as help you set a goal, train your team, and more.

## CAMPAIGN MATERIALS

- If you're unable to pass out brochures and materials, email them to your team and post them on your intranet.
- See our campaign materials at [uwayep.org/campaign-toolkit](http://uwayep.org/campaign-toolkit).
- If you would like printed campaign materials, including sweepstakes flyers, pledge forms, brochures, and FamilyWize cards, please contact Heather Polinik at [hpolinik@uwayep.org](mailto:hpolinik@uwayep.org).

## INCENTIVES

- The Give and Win Sweepstakes program creates excitement and provides an opportunity to thank donors for their support of the campaign.
- Individuals who give an undesignated gift of \$130 are automatically entered to win one six sponsored prizes; give \$260 and you will be entered twice.
- Visit [uwayep.org/sweepstakes](http://uwayep.org/sweepstakes) for a list of prizes and eligibility rules.
- Create your own incentive program. Popular prizes include a day off with pay, raffles for parking spots, and gift baskets.

## VIRTUAL EVENTS

- Find opportunities to create virtual events: have a virtual silent auction with prizes like gift cards or lunch with the CEO, coordinate virtual department trivia contests and get-togethers, or host a photo contest. Engage employees from a distance! Make it fun!
- Encourage employees to participate in virtual volunteer opportunities. Opportunities include writing encouraging notes to health care providers and homebound seniors or making videos reading books to be shared with local agencies supporting children.
- See our volunteering opportunities at [volunteerEP.org](http://volunteerEP.org).

## RECOGNITION & THANKS

- Send thank you emails from your CEO and campaign committee members.
- Highlight givers or departments on a team call or monthly e-newsletter.
- Host a virtual event for donors who gave at a certain level.
- Publicize results and share the impact of gifts via your company newsletter, email, or intranet.

# SOCIAL MEDIA TIPS

Follow us here:



## BEFORE THE CAMPAIGN

- Let the community know you are supporting them by running a United Way campaign. Don't forget to tag United Way of the Eastern Panhandle and use #LiveUnited.
- Encourage your employees to follow United Way of the Eastern Panhandle on social media.

## DURING THE CAMPAIGN

- We will be sharing stories throughout the campaign season. Feel free to check in on our social channels and share our posts!
- Celebrate your successes on your social accounts.
- Follow our partner agencies on social media to learn more about how United Way supports their programs. Find the list here: <https://www.uwayep.org/partner-agencies>

## AFTER THE CAMPAIGN

- Highlight your results on social media. Share this number and be sure to thank everyone who participated.
- If they agree, give a shout out to the individuals that were able to contribute at a leadership level, or that won a prize!