

UNITED WAY OF SOUTHWEST MINNESOTA

Tips for running a virtual workplace campaign

KICKOFF

- Set up a company-wide virtual meeting or two! Speakers are available to join your virtual kickoff to talk about the impact of gifts made to UWSWMN
- Consider recording a message from someone in upper management to share at the kickoff if he/she can't be there.

RESOURCES

- Ambassador resources are available online at UnitedWaySWMN.org/AR. Included on this page are many different ideas, including videos, jean day punch cards/sticker, examples of what specific dollar amounts will buy, information on rollover campaigns, etc.
- We are here to help you every step of the way. Just reach out with any questions 507-929-2273 or unitedway@unitedwayswmn.org.

Need something that's not available on the ambassador resource page? Contact us!

COMMUNICATIONS

- Consolidate and coordinate outgoing communications to co-workers to avoid overwhelming them. Consider sending a daily email.
- Have your committee make individual asks of their team members. Try phone calls or virtual meetings instead of emails. People give to people!

INCENTIVES

- Popular prizes include a day (or hours) off with pay and raffles for unique experiences.

- Other ideas: drop off custom prize packages at your co-workers' homes; have food delivered or upgrade a co-worker's home office!
- See "Prize and Incentive Ideas" and "Incentive Coupons" on our website for more ideas.

VIRTUAL EVENTS

- Find opportunities to create virtual events. See several ideas on the Fundraising Ideas resource.
- Empower co-workers to participate in virtual volunteer opportunities. One idea is to write encouraging notes to health care providers or teachers.

CAMPAIGN MATERIALS

- If you're unable to pass out brochures and materials, email them to your co-workers and post them on your intranet.
- Can't use paper pledge forms? No problem.
 - Have co-workers use our fillable pdf form.
 - Have co-workers give through our online platform at UnitedWaySWMN.org/donate.
 - Consider running a "rollover" campaign – refer to the "Rollover Campaign" resource.

RECOGNITION AND THANKS

- Send thank you e-cards from your leadership team and/or campaign committee to those who support the campaign.
- Highlight givers of a certain level (with their permission) on a team call or monthly e-newsletter.
- Publicize results and reiterate the impact of gifts via your company newsletter, email and/or intranet.

SOCIAL MEDIA TIPS – Follow us on



Be sure to review the *new* social media resource that provides content and graphic examples!

BEFORE THE CAMPAIGN

- Feeling daring? Share your goal(s) on social media and record your progress publicly! This lets local people know your supporting them in this way!
- Otherwise, share your goal(s) and track progress through internal communication networks.

DURING THE CAMPAIGN

- Follow UWSWMN on social media. We'll be sharing stories throughout the campaign and highlighting the work within our priority areas of health, education, financial stability, hunger and safety & well-being.
- Celebrate successes on your social accounts.
- Follow UWSWMN partner programs to know more about the impact they're making.

AFTER THE CAMPAIGN

- Share your final results on social media and/or through your internal communication channels.
- Give a shout out to the individuals (if they approve) who gave at the leadership level, that were new donors, that increased their donation by a certain amount or percentage.