

# UNITED WAY OF SOUTHWEST MINNESOTA

Virtual Workplace Campaign Tips



# Raise Your Hand

## **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 leadership to share at the kickoff if he/she can't be there.

#### **RESOURCES**

- Visit <u>UnitedWaySWMN.org/ambassador-resources</u>, which includes many different ideas such as, jean day stickers, donation examples, information on rollover campaigns, etc.
- We are here to help you every step of the way. Give us a call at 507-929-2273 or visit <u>unitedway@unitedwayswmn.org</u>.

#### **COMMUNICATIONS**

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

## Need something that's not available on the Ambassador Resource page? Contact us!

## **INCENTIVES**

- Popular prizes include a day (or hours) off with pay and raffles for unique experiences.
- See "Prize and Incentive Ideas" on our website for more ideas

## **VIRTUAL EVENTS**

- Find opportunities to create virtual events. See several ideas under Fundraising Resources.
- Empower co-workers to participate in virtual volunteer opportunities. One idea is to write encouraging notes to teachers and/or nursing home residents.

#### **CAMPAIGN MATERIALS**

- If you're unable to hand out physical 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 & 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 Social Media - https://www.unitedwayswmn.org/our-social-media-links

## **BEFORE THE CAMPAIGN**

- Feeling daring? Share your goal(s) on social media and record your progress publicly!
   This lets local people know your company cares about local people!
- Prefer confidentiality? Share your goal(s) and track progress through internal communication networks.

# **DURING THE CAMPAIGN**

- Follow UWSWMN on social media, where we'll share stories on our priority areas of Youth Opportunity, Healthy Communities, Financial Security and Community Resilience.
- Celebrate successes on your socials.
- Follow UWSWMN partner programs to know more about their local impact.

# AFTER THE CAMPAIGN

- Share your final results on social media and/or through your internal communication channels.
- Thank your donors!
- Recognize individual (if they approved) who gave at the leadership level, were new donors, increased their donation by a certain amount or percentage.

