VIRTUAL CAMPAIGN TIPS

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 Marion 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 UWMC.org/workplaceresources. 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.

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! View our full idea list below!
- 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 below!
- See our virtual volunteering opportunities at UWMC.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 your secure lockbox.
- See our campaign materials at UWMC.org/workplaceresources.

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.

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 on page 5 of our workplace resource guide.

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.

SOCIAL MEDIA TIPS
Follow us here: Facebook, Twitter, Instagram, LinkedIn.

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 @UWMarionCounty 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 & @UWMarionCounty

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!
35 Fun Ways to Raise Funds *(Virtually!)* and Support Your United Way Campaign

United Way’s Community Impact Fund helps local people 365 days a year. Your help to support United Way is more important than ever as our community struggles through and begins to recover from the COVID-19 health crisis.

Keep in mind that all these events can be done for free, or you can use them as an additional fundraising opportunity. Employees could pay $10 to be part of an online fitness class. All those who donate at least $5 a paycheck could be invited to a virtual happy hour with the CEO. For additional ideas or ways to turn these ideas into fundraisers, contact your Campaign Ambassador.

Check out fun ways to boost your virtual United Way campaign here:

1. **Host virtual activities or lessons** and consider charging $5-10 donations to participate.
   a. Cocktail lesson from a mixologist
   b. DJ class
   c. Dance lessons for couples
   d. A group workout or chair yoga class
   e. Wine tasting
   f. Flower arranging
   g. Cooking class
   h. Step by Step painting class

   **Bright Idea:** Ask the CEO to join these activities to show his/her support of the campaign.

2. **Book a musician or a magic show** for employees to watch online with their kids or family.

3. **Have a LEGO build competition** where the most votes wins. Consider letting the employees’ kids have a category as well.

4. **Auctions for experiences** to be used once employees return to the office, or for things that can be done virtually.

5. **Raffles** for PTO, restaurant or UberEats gift cards.

6. **Host a virtual Golf Tournament.**
   a. Suggestions for how to execute this can be found here: [perfectgolfevent.com/virtualgolftournamentfundraiser/](http://perfectgolfevent.com/virtualgolftournamentfundraiser/)

7. **Run a virtual 5k.** Participants agree to run the same distance on the same day. Times are submitted to a designated person and the fastest time wins. Consider having age categories like an in-person 5k.

8. **Raffles for virtual happy hour with the CEO**

   **Bright idea:** Everyone who pledges during the campaign is entered into the raffle. This encourages recurring gifts rather than one-time smaller donations.

9. **Virtual dinner** with your coworkers or company leadership sponsored by your company.

10. **Zoom Trivia, Competitions or Spelling Bee.**

11. **Host an Xbox or Playstation video game tournament.**

   **Bright idea:** Ask the CEO to play the winner, or play employees for their donation of $10 a game.

12. **Challenge coworkers to a lip sync competition.**

   **Bright idea:** The video with the most votes ($5 donations) wins!

13. Send employees three ingredients to use in a **cooking competition.** Consider categories like most creative, most beautiful and most inedible.

14. Have a talented colleague host a **Family Paint Night.** Compare paintings at the end of class to see how they all turned out.
15. **Host a Mini Golf Design Competition.** Each participant designs a hole with household objects and shares via video. Award prizes for most creative, most challenging, most detailed, etc.
   
   **Bright idea:** Consider asking competitors to pay an entrance fee to compete.

16. **Do a Corporate Step Challenge.** Have the CEO pledge a gift or corporate gift if employees can all work together to reach a certain number of steps within a week.

17. Consider a **Virtual Book Club** with $10 dues.

18. Host an **amateur art or photography festival** and have participants enter their art. Turn it into a contest, where attendees can give $5 to cast votes for their favorite films/photos.

19. Do a **virtual food drive** from an Amazon list and send notes to a United Way partner.

20. **Host a costume contest.** Choose a day to wear a costume from your closet on a video call with coworkers. Best costume wins a prize!

21. Have the CEO randomly join video calls throughout the day as an **“undercover boss”**.
   
   **Bright Idea:** Raise money by departments to see who wins a pop in.

22. Know a local celebrity or friend with a **unique pet**? Ask them to crash a video meeting.

23. Have employees donate items to an **online yard sale** with proceeds benefiting United Way.

24. **Cutest pet contest.** Have employees submit photos of their furry friends and the one with the most votes wins.

25. **Baby photo contest.** Have employees submit photos of themselves as a baby and whoever guesses the most correct wins.

26. **Pumpkin Carving/Decorating contest.** Put those creative skills to the test against your co-workers by entering your best creations.

27. **Golf Ball Drop.** Employees can purchase marked golf balls to be dropped and the one closest to a pin wins a prize/prizes.

28. **Email Bingo.** Employees can purchase bingo cards and numbers are emailed out at various times throughout the campaign time until someone has a BINGO.

29. **Spirit Week.** Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day . . . you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings.
   
   **Bright Idea:** Pay for the week or just for each day. Raffle a prize at the end of the week for all who participate.

30. **Candy Count.** Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

31. **Baby Photos.** Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!

32. **Cutest Pet Contest.** Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

33. **Recipe Exchange.** Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to "buy" the book.

34. **Dress UP Day.** Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of quarantine-comfy clothes!

35. **Special Delivery.** Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner (wave and door drop only, please).

---

**During your campaign you can give employees extra incentives based upon their engagement, i.e.:**

- For a returned pledge form – 1 drawing ticket
- For a new contributor – 1 drawing ticket
- For an increased gift – 1 drawing ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize