

**VIRTUAL
CAMPAIGN COORDINATOR'S
GUIDE**



SUCCESSFUL VIRTUAL CAMPAIGN'S ARE S.O.C.I.A.L

Below are best practices for what to include in your virtual event. Looking for social media tips? Check out the social media guide below.

S Short & Sweet

Virtual campaigns are best when kept to 2 weeks or less. The longer the time, the less the momentum.

O Overall Goals

Clearly state your goals - dollars raised, number of participants, average donations, and volunteer hours are examples.

C Communicate

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

I Impact

Provide impact equations - what does my donation do at various levels?

\$2 a week provides dinner once a week for a youth after school

\$7 a week provides four weeks of education for a kindergartner

\$15 a week provides a pathway to housing for a homeless individual

\$23 a week provides a monthly bus pass for an individual

A Accelerate Success with Games

Daily prizes, trivia, drawings, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals. Refer to the *Virtual Special Events and Employee Engagement Ideas* page.

L Live Updates on Goal Progression

Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.

VIRTUAL SPECIAL EVENTS & EMPLOYEE ENGAGEMENT

Now more than ever, people need connection, fun, and engagement with their coworkers. Workplace events can still continue virtually. Below are examples of how you could engage your employees:

Virtual Campaign Ideas

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!

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!

COMPANY CHAT Use Slack, Teams, etc. to start a conversation with your colleagues. Post a question each morning and let people chat asynchronously throughout the day! Consider using the Email Messages below as topics.

COMPANY "CRIBS" Charge a donation for a virtual tour of coworkers' homes, gardens, cool office set-ups, blinged-out BBQ areas, or interesting collections.

COOKING LESSON Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge "admission" (donations) to join the meeting or view the video link.

CUTEST PET CONTEST Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

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!

HOME DATE NIGHT DRAWING Enter to win gift cards to GrubHub/local restaurants and Red Box. Maybe add a delivery from a local winery or brewery, too!

LUNCH AND LEARN Offer learning experiences in the workplace meant to engage and educate employees such as donor education webinars or donor education presentations.

LUNCHTIME BINGO Send Bingo card documents and call numbers via Zoom. Charge for each card and offer a prize for the winners.

MENTORSHIP AUCTION Bid out or draw a virtual coffee chat with C-level executives.

RECIPE EXCHANGE Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to "buy" the book.

SILENT AUCTION AND DRAWING Employees and company partners donate goods, services, or experiences. Highest bidder wins and proceeds go toward the fundraising campaign. Consider raffling off items as well.

SPECIAL DELIVERY Beep beep . . . have your company executives deliver lunch to the highest bidder or drawing winner (wave and door drop only, please).

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. Draw a prize at the end of the week for all who participate.

TALENT SHOW Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy or have a special hidden talent. Charge "admission" to view, and vote on the winners with an extra donation.

VIDEO CHALLENGE Senior leaders offer to make funny videos if company fundraising goals are met or between departments as a competition (dept. leader with smallest % of fundraising goal makes video); the virtual equivalent of doing a dunk tank or other fun in-person activity.

VIRTUAL 5K Participation fee to receive 5K bib printout. 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.

VIRTUAL TALENT SHOW Company offers for employees to sign up for a Zoom talent contest. The entrants would have to pay a certain amount to participate. Employees that do not want to participate but would like to watch pay a higher amount. The company finds a panel of three judges. This could be outside individuals, senior employees, or anyone else with the company.

VIRTUAL VACATION Have people submit their favorite vacation photos and a brief description for a virtual tour around the world. Charge "travel fare" to view. As an added bonus, offer a drawing for a timeshare or vacation home rental for use at a later date!

VIRTUAL CUP OF COFFEE Instead of treating yourself to a cup of coffee, pay it forward and donate it. Company possibly provides coffee for employees.

INCENTIVES

BENEFITS-BASED INCENTIVES Sleep-In, Long-Lunch, or Flee-at-Three passes, company gear, logo items

DONATION-BASED INCENTIVES Gift cards (UberEats, GrubHub, Amazon), delivered flowers, coffee, or other fun "surprise" deliveries, prizes from vendors, partners, or company stores.

CAMPAIGN MATERIALS

BROCHURES If you are unable to pass out brochures and materials, ask your PPUW team for digital versions or scan and email them to your team and post them on your intranet.

PAPER PLEDGE FORMS 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.

2020 VIDEO The video linked here can be shared with your organization and used in presentations to showcase PPUW's work in our community and the importance of donating.

VIDEOS Visit our [Vimeo page](#) to access videos to share as part of your campaign outreach and messaging. We have a range of videos highlighting the different areas of impact Pikes Peak United Way has in our communities.

VIRTUAL PLANNING CHECKLIST

First

Action	✓	Goal Date	Notes
Confirm CEO Attendance: Before picking a date for the launch call, work with your CEO's team to book their time and ensure they are available to host the launch event.			Consider if your CEO would be willing to speak and if they would like support in scripting their speaking remarks.

5-6 Weeks Out

Action	✓	Goal Date	Notes
Meet with PPUW to review company's performance and campaign materials			
Attend the Coordinators Training virtual session if available			
Train and engage a campaign committee			
Start brainstorming creative ideas for your campaign plan			

3-4 Weeks Out

Action	✓	Goal Date	Notes
Plan your campaign and any special events. Assign committee members to lead each portion			
Draft invitation. If you need approval from others, consider starting earlier			
Confirm invite lists for the launch call and special events			
Prep your pledge tool. Ensure your pledge cards are printed/in a fillable PDF and/or your online pledge site is up and running			
Meet with PPUW staff to review & refine campaign details			
Ensure you and your HR team understand the payroll donation process (if utilizing)			

2 Weeks Out

Action	✓	Goal Date	Notes
Send invitation			

Collect RSVPs			
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1 Week Out

Action	✓	Goal Date	Notes
Send a reminder			
Confirm final details with PPUW			
Update calendar invite to include agenda, link to virtual platform, etc.			
Confirm key speakers & CEO			
Prep your pledge tool			
Day before – Practice run			
Test your pledge platform (if online)			

Campaign!

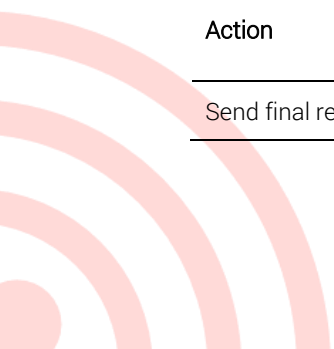
Action	✓	Goal Date	Notes
Last minute test			
Join Launch call			
Send the donation link or distribute the pledge forms			
Collect contributions and pledges (or direct people to HR)			
Be available to answer any questions			
Communicate with PPUW regarding progress			

1 Week After

Action	✓	Goal Date	Notes
Collect all remaining pledges and contributions			
Document campaign for next year			
Send thank you notes to CEO and campaign team			
Thank employees			

3+ Weeks After

Action	✓	Goal Date	Notes
Send final results to PPUW			



Remember to offer new hires the chance to give through payroll contributions

CAMPAIGN EMAIL SERIES

One Week Away Email

Audience: All Staff

Subject Line: It's almost campaign time ...

[COMPANY NAME'S] annual United Way campaign is almost here!

Our **UNITED WAY CAMPAIGN COMMITTEE [OR NAME OF YOUR COMPANY COMMITTEE]** is excited to reveal some special events and activities in the works to connect you with your co-workers, share more about the important work Pikes Peak United Way is doing in our community right now, and inspire you to make an impact during our campaign.

Be on the lookout for **[ADD CUSTOM INFO AS APPROPRIATE INCLUDING VIRTUAL LAUNCH DATE AND TIME]**

Want to be more than a donor? Be a do-er! There are several ways for you to get involved in our campaign, and United Way offers a variety of volunteer opportunities and ways for you be a part of their advocacy efforts.

By supporting Pikes Peak United Way, you are giving to an organization responding to the urgent and evolving needs of our community right now, in real time. The organization is leading targeted initiatives and supporting local programs tackling the challenges we face as we overcome this health and economic crisis, like the 211 COVID-19 Hotline and the COVID-19 Relief and Recovery Fund.

Supporting United Way through our workplace campaign is one of the most rewarding and impactful ways to make real, lasting impact. Together, we can build a stronger tomorrow.

We know one thing for sure – our community is worth our investment. Will you join us?

On behalf of the **[COMPANY CAMPAIGN TEAM/COMMITTEE]**, we're excited to connect with you and have a fun campaign!

Campaign Start Email

Audience: All Staff

Subject Line: It's here! Make an impact in this year's United Way Campaign

I am pleased to report that [COMPANY NAME]'s 2020-21 campaign to support Pikes Peak United Way is OFFICIALLY UNDERWAY!

[IF APPLICABLE] Last year, [NUMBER] [COMPANY NAME] employees raised [\$XXX,XXX] as part of our campaign. This year, with so many people in our community struggling in the wake of the COVID-19 crisis, we need you in the fight for the Pikes Peak region with us more than ever.

If you're not familiar with Pikes Peak United Way, it's good to know:

- Pikes Peak United Way strengthens our community by improving Education, Income and Health – focusing on Youth Success and Family Stability. We all win when we provide a hand up to our region's estimated 82,753 people living in poverty and 1,551 people living without a home. Everyone has a part to play in creating positive change and giving to Pikes Peak United Way is the best way to improve local conditions.
- Pikes Peak United Way currently helps fund 21 organizations and partners in order to improve the education, income stability and health of local families. Last year, the fund helped 45,052 local people struggling to be stable and self-sufficient.

I hope you will join me in supporting United Way's important work. Here's how you can help rebuild our community:

- [IF APPLICABLE] Join your colleagues at the Virtual Campaign Launch event on [EVENT INFO]. You will have the opportunity to learn more about the organization's work, the impact it has had, and how we can be stronger together during these challenging times.
- Make a pledge by [ADD INSTRUCTIONS].
- [IF APPLICABLE] [ADD INFO AS NEEDED]

If you have questions, please contact me or [INSERT ADDITIONAL NAMES IF APPLICABLE].

Thank you for your support of United Way! I look forward to a fun and fantastic campaign!

Stronger Together

Audience: All Staff

Subject Line: Stronger Together, Even When We Are Apart

Many things have changed about our world in the past few months, but our ability to make a difference throughout our region remains the same. That's why I'm excited to invite you to once again help improve the education, economic mobility and health of every person in our region with Pikes Peak United Way.

Together, all of us at [COMPANY NAME] can take action today that will help make the region stronger.

[INSERT STORY OR ANECDOTE FROM COMPANY KICKOFF OR PREVIOUS YEAR'S CAMPAIGN]

Our Community Is Worth the Investment

Audience: All Staff

Subject Line: Our Community Is Worth the Investment. Will You Join Us?

This year as a company, we have the ambitious goal of raising [MONETARY GOAL/DESCRIPTION] to improve the community in which we live and work. We're counting on generous people like you and your teammates to help us get there.

By pledging your support, you can make a difference. The best part? The money you give stays here and you can see the results in our backyard.

[INSERT INFORMATION ABOUT HOW THEY CAN DONATE]

Thank you in advance for showing the world what we're all about here at [COMPANY NAME].

[GIVE TODAY]

We <3 the Pikes Peak Region

Audience: All Staff

Subject Line: We <3 the Pikes Peak Region. It's why we partner with United Way.

[COMPANY NAME'S] loves [OFFICE LOCATION] and we love the Pikes Peak Region. We value each and every person who makes Colorado such an incredible place to work, raise a family, and enjoy life. That includes you.

It's why we are proud to partner with Pike Peak United Way. United Way is leading the fight for the foundational building blocks of a thriving lifestyle, and believes that every person deserves a chance to meet their essential needs, get a good education, be provided opportunities for good health, and financial stability.

When you give, Pikes Peak United Way combines your gift with its unparalleled ability to convene partners, providers, and resources to address the old, the new, the urgent, and the continuing needs of our community. Your gift will be amplified by the gifts of your coworkers and friends – together, we can make the region we call home an even better place to be.

Why I Invest

Audience: All Staff

Subject Line: Why I Invest in the Common Good

Tell your story about why you invest in PPUW. Share how you got started and what motivates you to continue. Feeling even more motivated this year? Tell your colleagues why!

Community engagement is not canceled. Join us today.

Reacting to Community Needs

Audience: All Staff

Subject Line: PPUW Reacts to Community Needs

The work of Pikes Peak United Way and its partners has always been focused on improving the quality of life in our community, and the services PPUW provides are critically important as we face the financial, education, and health challenges related to COVID-19.

A person can support one organization that works on one aspect of addressing poverty. However, a family wanting to exit poverty needs the support of many different organizations. Parents need quality information, affordable housing, physical and mental healthcare, childcare, career training, job placement and training in life skills. Their children need quality early childhood education, positive mentors, and academic and social support throughout their school years.

PPUW currently helps fund 21 organizations and partners in order to improve the education, income stability and health of local families. Last year, the fund helped 45,052 local people struggling to be stable and self-sufficient.

Now, more than ever, it is important to pool your resources with more than 7,000 other donors in order to improve systemic issues, and Pikes Peak United Way allows you to do just that.

Thank You

Audience: All Donors

Subject Line: Stronger with You

Thank you for donating to your [UNITED WAY COMMUNITY CAMPAIGN/WORKPLACE CAMPAIGN] and showing individuals and families throughout our region they're not alone.

Your gift is proof that even though we're apart, we're still United. When you give to United Way, you're supporting a network of partners who are working in an integrated way to address the complex needs of our community.

Thank you again for your donation and for joining us in building a better normal with more equitable outcomes for all.

SOCIAL MEDIA GUIDE

We want to connect with you on Social Media! Please remember to tag and mention us on your company and individual social media pages. You can even send us photos or comments from your campaign and we will share them on our social media pages. Highlighted opportunities to share include your campaign events, campaign successes and volunteering with United Way. If you have not done so already, be sure to follow our social media accounts!

QUICK REFERENCE

OUR SOCIAL MEDIA HANDLES

Facebook PikesPeakUnitedWay

Instagram @ppunitedway

Twitter @ppunitedway

LinkedIn PikesPeakUnitedWay

KEY HASHTAGS

#StrongerTogether

#LiveUnited

#Give #Advocate #Volunteer

#UnitedWay

WEBSITE LINK

#ColoradoSprings

<https://www.ppunitedway.org/>

EXAMPLE POSTS

BEFORE THE CAMPAIGN

(INSERT COMPANY) is proud to launch our (TAG PPUW) campaign next week with a goal of \$____ to help build a stronger community! #StongerTogether

CAMPAIGN KICK OFF

Today is the official kick-off of (INSERT COMPANY)'s United Way Campaign! We don't back down from big problems. We boldly face challenges from which others shy away, and that's why we support the Pikes Peak United Way (TAG PPUW).

(INSERT COMPANY) we give, advocate and volunteer with Pikes Peak United Way (TAG PPUW) to improve our community. We are kicking off our United Way campaign with a goal of \$_____ raised! Learn more about United Way's work at ppunitedway.org.

DURING THE CAMPAIGN

Things look a little different now at (INSERT COMPANY). We cannot congregate in a conference room to learn about Pikes Peak United Way (TAG PPUW) like we have for the past (INSERT

YEARS WORKING W/ PPUW), but we can congregate virtually and talk about what matters most: the health of our community.

Our community is worth investing in. That's why we at (INSERT COMPANY) partner with (TAG PPUW) to invest in the common good of our community.

(INSERT COMPANY) is proud to partner with (TAG PPUW) to build a stronger community. We're off to a great start in our workplace campaign! Our goal is to raise \$____! #StrongerTogether #LiveUnited #give #advocate #volunteer #UnitedWay #ColoradoSprings

Supporting our local community is one of our core values at (INSERT COMPANY) and that's why we proudly support the Pikes Peak United Way (TAG PPUW). Learn more about United Way at ppunitedway.org

We are StrongerTogether! We are pleased to support (TAG PPUW) as they focus on improving the quality of life in our community and providing the critically important services needed as we face the financial, educational, and health challenges of COVID-19. #StrongerTogether

AFTER THE CAMPAIGN

(INSERT COMPANY) employees raised \$____ to support Pikes Peak United Way (TAG PPUW) in working toward a better community. Like no one else, United Way responds to the distinct needs of our community and together we have the power to make communities stronger. Learn more about United Way at ppunitedway.org.

WE DID IT! (INSERT COMPANY) raised \$____ (or ____%) of our (TAG PPUW) workplace giving campaign goal! We know our community is worth the investment. Will you join us?

Every dollar counts. (INSET COMPANY) just raised \$____ during our (TAG PPUW) workplace giving campaign. Together, we can build a stronger tomorrow. Will you join us?
#StrongerTogether

FAQ's

Our employees and their families are struggling. Why should we run a campaign?

The need for help is increasing. When people see friends, family, neighbors, and co-workers in need, they dig deeper into their own limited resources to make sure the needs are met. Time and again, some of the most generous givers are those who themselves have struggled and needed a helping hand from our community. When we all come together to help, everyone benefits. Even if your employees can't give, we want them to know about the services and programs we provide, so they can use them too.

I always receive solicitations from other charities and organizations to give, so why should I give to United Way?

Your United Way gift allows you to accomplish more than you can alone or through a single charity. When you give to a specific charity, you support a cause. When you give to United Way, you help unite solutions that strategically improve people's lives and strengthen our entire community. United Way invests your one donation in more well-managed programs that change lives and strengthen families than any other organization in this community. United Way also supports every member of the family – from children to teens to adults and grandparents.

How much influence do I have over how my gift is invested?

You have complete control over where your donation is invested: A) You can choose to make your donation to United Way where it will make real changes; B) You can designate to any of our focus areas; C) You can designate directly to our partner programs.

I resent feeling like I have to give.

Absolutely no form of coercion is accepted when donating to United Way. Giving is a personal decision, and United Way prefers that donors give from the heart. Whether to give and how much is entirely up to you.