

VIRTUAL CAMPAIGN TOOLKIT

How to plan for virtual changes to your United Way campaign

As an Employee Campaign Manager (ECM), you play an essential role in workplace giving. You engage coworkers in building stronger community by planning, organizing, and coordinating a successful fundraising effort for United Way.

This year with all the changes due to COVID-19, our community needs us even more. Our partner agencies are stretched thin trying to meet the increasing demands for services, while at the same time struggling because many have been unable to hold their traditional galas and fundraising events.

This year may look very different. Many organizations are looking to a virtual only or virtually enhanced employee fundraising effort, it's critical to stop and think about what tools you'll need to be successful. How can you ensure a quality 'ask' of your co-workers to give?

That's why we are here to help you plan and execute the type of fundraising campaign that makes the most sense for your organization. Here are a few things to consider as you plan your workplace campaign:

- Determine what technologies are available to employees. Discuss how many can join at one time or the ideal amount you would want on a virtual meeting.
- Evaluate your campaign team. Consider what new roles need to be added. Do you need IT Support for online meetings or to set up ePledge? What about additional communications support for social media, email communications and staff intranet updates?
- Awareness will be increasingly important with people not physically together. Consider a coordinated 'multi-channel' campaign. Think about how you can broadly reach out to all levels of employees and locations. It is helpful if everyone gets the same campaign message.
- Establish a sense of urgency. Keep your campaign timeline short – ideally just a week or two for smaller organizations, no more than a month for large organizations. A quick efficient campaign is a best practice and even more important for this year given the business challenges companies are facing.
- Now more than ever, gifts via payroll deduction will need to be the focus of your workplace campaign. Soliciting these types of gifts will help mitigate overall losses to corporate goals due to lack of special event funds.
- As a last resort, consider automatic payroll rollover. Simply continuing the current payroll deductions into 2021 will allow your employee to continue to support our community during this difficult time. Make sure you communicate your intent if this is the first time your organization has ever 'rolled over' a campaign.

Virtual Engagement Ideas

With many team members working from home, your United Way campaign is the perfect time to add a little fun and interaction between co-workers. 'Zoom fatigue' and lack of connectivity with the community can hurt your overall campaign efforts. Reduce the one-to-many presentations by incorporating some of these interactive ideas.

Engagement ideas when you can't be together:

- Challenges between Departments
- Auctions or Raffles
- Do something good challenge – *Share what you have done and tag the next colleague to take the challenge.*
- Write a Note Campaign – *Notes could be shared with local seniors facing isolation.*
- Career Connection – *Share with local students.*
- Video Projects – *have your team create videos to share ideas include:*
 - Read Aloud
 - Send a Smile
 - STEM Demo
 - Music & Memories
- Skills-Based Volunteering
- Sidewalk Chalk Competition - *Create Messages of Hope. Post to your social. Have employee vote for their favorites.*
- Decorate the outside windows of nursing homes, long-term care facilities or retirement communities. *(Make sure you request permission first!)*
- Donation Drive-By - *Non perishable food, school supplies, children's books, gas cards, baby items* or Project Undercover (collect socks and underwear)
- Scavenger Hunt thru the United Way website

Engagement ideas to use during your virtual calls:

- Use Virtual Whiteboards - *Drop one into your presentation and use it to ask things like: What do you care about in your community? (Google Draw or inside Zoom)*
- Drop Links in Chat – *Video links, uwbrevard.org or other educational info. This is a perfect way to ensure everyone has the same experience. If the technology isn't working streaming. Have the audience watch links using their home internet.*
- Share your Screen - *Many people are visual learners use images or PowerPoint to drive your message home.*
- Play a Game – *Engage your audience. Make them part of the presentation.*
 - Quiz for a Cause (free or pay to play – Kahoot).
 - UWB Bingo virtual at <https://mfbc.us/m/dnn4b5> Directions in ECM Toolkit.
 - Use Smartie Game – Found on the ECM Toolkit.

GENERAL BEST PRACTICES FOR VIDEO CALLS

Background

- Minimize clutter
- A white wall is fine, but bookcase or framed pictures even better
- Some platforms allow you to select a background.
- Frame Yourself
- Test your video before your call
- 1 inch of space between the top of your head and the top of the screen is ideal
- Aim to look your camera straight on – avoid low angles

Lighting

- Don't put your back to a window – better to face the window for the natural light
- If it's after dark, sitting in front of a lamp will help

Sound

- Test your sound before the meeting to ensure the app defaulting to the appropriate speakers and microphone
- Mute your speakers on the video app when you are not speaking
- Consider using headphones to minimize noise

On Camera

- Show up early
- Be energetic and smile
- Maintain a strong, somewhat louder than usual voice
- Be brief – studies show our attention span today is 8 seconds – grab the audience's attention early!
- Don't look at yourself when you speak – stay focused on the camera

Use the Chat Window as your partner

- If you refer to a document, article, video - link it in chat
- When others are speaking, engage with their presentation in chat

Grooming Tips

- Dress for your target audience
- Stay away from patterns, but color is fine
- Don't be shy to use filters.
- Feel free to use United Way background found on the ECM Toolkit.