



# UNITED WE RISE



United Way of  
Sheboygan County

## VIRTUAL CAMPAIGN

KICK-OFF & EVENT IDEAS

# RUNNING A VIRTUAL CAMPAIGN KICK-OFF

As you begin your United Way campaign, a virtual kick-off has many benefits.

- **Ready, Set, Go!** A virtual kick-off clearly marks the start of your United Way effort creating a sense of urgency and a timeline for colleagues. Campaigns with kick-off events have proven to raise more dollars in support of our community!
- **Inspiration.** The kick-off provides employees with an opportunity to hear about the impact of their donation and be inspired, so they can make an informed decision about giving.
- **Team Building.** This is a great chance to bring employees together in a common cause of caring and build morale, which is especially important in a time of social distancing.
- **Stage Setting.** It demonstrates the passion for your organization, your senior management team and your colleagues have for the campaign and supporting our community.

## KEY CONSIDERATIONS & PLANNING

### 1. Technology Platform

Confirm the online web conferencing platform that is approved by your workplace and learn about the platform's functionality, so your United Way staff partner can help you build your kick-off agenda and activities on the platform. If you cannot host your kick-off on your own technology platform, speak with your United Way staff partner.

### 2. Senior Management Support

Support for your Senior Management is critical to showing your organization is behind the campaign. Book their time so they can participate in your virtual kick-off or see if there may be existing meetings yours can piggyback on. Your United Way staff partner can provide talking points and presentation content that your senior management team can personalize.

### 3. Consider your Audience

For best results, we recommend a kick-off event is scheduled for no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kick-offs throughout the day, or across a few days. You want to strike a balance between being able to reach all your employees, and helping people be comfortable enough to ask questions and interact.

### 4. Determine the Meeting Host & Other Company Speakers

It is best if your company's Campaign Ambassador acts as a facilitator to ensure your kick-off sticks to the agenda. If the Campaign Ambassador needs support, your United Way staff partner can act as co-host. Invite your CEO and other executives to take part and speak too, as their leadership can inspire others and demonstrate support of United Way from the top down.

### 5. Make it Interactive

Engage your employees during the kick-off. Consider interactive activities such as polls or quizzes to keep their attention. Your United Way staff partner can help you build this activity.

### 6. Raise Awareness about Impact

Your United Way staff partner can join your virtual meeting and can share videos, Making Tough Choices poverty stimulator, and/or information about the impact of donations and inspire people to give.

### 7. Set Clear Action Steps

Let people know how they can donate and/or how they can get involved with the campaign. We recommend sending your donation link or pledge form immediately following your kick-off event, so people can act while they're feeling inspired.

# VIRTUAL EVENT

Virtual events are a great option to garner additional excitement around your United Way campaign.

- **New Experiences and Engagement!** A virtual event can provide a new and exciting experience for your employees. Events are a great way to gain engagement with new employees and those who may not be as connected with United Way.
- **Team Building.** This is another great opportunity to bring employees together in a fun way with a common cause of caring that also builds connections among employees.
- **Exposure.** Virtual events provide additional exposure for your United Way campaign and allow employees to give back in more ways.

## KEY CONSIDERATIONS & PLANNING

### 1. Technology Platform

Confirm the online web conferencing platform that is approved by your workplace and learn about the platform's functionality, so your United Way staff partner can help assist you with planning the event. If you cannot host your event on your own technology platform, speak with your United Way staff partner.

### 2. Raise Awareness about Impact

Your United Way staff partner can join your virtual event to assist in tying back the event to the work of United Way. In addition, your United Way staff partner can provide ideas around adding impact stories and facts into your virtual event.

### 3. Prizes

Discuss the use of prizes in your virtual event with senior management. Prizes can be incorporated into almost any type of virtual event and offering prizes draws more attention and increases the amount of people who will attend the event. Paid time off work has proven to gain a lot of excitement.

### 4. Judges or Moderator

If your virtual event has winners or prizes involved, consider who could serve as the best impartial judge or moderator, to make it fair for all involved.

### 5. Cost to Participate

Many of the events below could have a cost to participate, with the funds raised to benefit United Way. Consider your audience and if they would be willing to pay a small amount to get involved, or if that would deter participation. If prizes are offered the likelihood of employees paying to participate increases significantly, especially if the prize is something of high value.

## IDEAS FOR YOUR VIRTUAL EVENT

### 1. Making Tough Choices ALICE (Asset Limited, Income Constrained, Employed) Stimulator

The stimulator could be included as part of your kick-off or could be held as a separate event, allowing more focus on the impacts ALICE families face.

### 2. Acts of Kindness

Host an acts of kindness challenge where employees are challenged to complete as many acts of kindness they can during a set timeframe. Your United Way staff partner can provide a list of acts of kindness that can be used for the challenge.

### 3. United Way Trivia

Your United Way staff partner can provide trivia questions. Can be utilized in one of two ways:

- Emailed out to all employees and the first one to respond back with the correct answer wins.
- Held as a trivia event, where the first one to respond (either in the chat or verbally, depending on the size of the group) wins a prize. Teams could be formed and sent to breakout rooms to discuss the answer before coming back to the entire group to share their answer. The team with the most correct answers wins.

#### **4. United Way Riddles**

Your United Way staff partner can provide the riddles. Can be utilized in a similar fashion to the trivia.

#### **5. Bingo Game**

Utilizing [www.myfreebingocards.com](http://www.myfreebingocards.com) a myriad of different types of bingo cards can be created. The bingo card could be used in a few ways:

- The card could include things employees may see or hear throughout their workday. The employee would email when they get bingo. The game would be 'on your honor'.
- Held as a bingo event, cards would be emailed out individually ahead of time and the host would pull words live following a similar format to an in-person bingo game.
- Cards could be emailed out individually when the game begins, and the Campaign Ambassador would email a word of phrase each day (or multiple times a day). The first person to get bingo emails back.

#### **6. Apples to Apples**

Email out a word or phrase and employees email back their best .gif or meme that summarizes the word/phrase.

#### **7. Office Decorating Contest**

Could either be a home office or personal office or area in the workplace. Pictures could be sent to all staff or offices/areas could be shared via a web conferencing platform.

*\*This could also be used for employees who may be working in person, in departments as each department could decorate collectively.*

#### **8. Costume Contest**

Either shared out via photos or in a web conference. Employees could potentially share their child's costume as a proxy. Works great if your campaign is run around Halloween time.

#### **9. Stream a Video Game Tournament**

Pick a video game that employees can play online together and host a tournament. Once everyone who wants to play is signed up, set up a randomized bracket-style tournament. The tournament can then be streamed for other players and employees to watch. Consider choosing a cross-platform video game so people can participate no matter what type of console or gaming platform they have.

#### **10. Workout Class**

Lead by a staff member or in partnership with a local fitness expert.

#### **11. Online Tutorial**

Have a staff member with a hidden talent or skill lead an online tutorial or partner with a local business to have them host the tutorial.

#### **12. Painting Party**

Painting with a Twist offers options to have a painting kit delivered. Employees could purchase their own or the company could make a mass purchase. Once delivered, a video chat could be set up for all who signed up, so they can paint together. For more information: [www.paintingwithatwist.com/pages/twist-at-home](http://www.paintingwithatwist.com/pages/twist-at-home)

**Your United Way staff partner is here to support you.  
We can help you plan and customize your kick-off or virtual event.  
Please don't hesitate to reach out:**

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