**CAMPAIGN OPTIONS**

Our community needs are evolving and so are our campaign options. We rise to the challenge and give help then, now, and always. YES, you should have your United Way campaign, and YES we are here to help with THREE EASY OPTIONS.

**1. In-person Campaign**

* + Brochures
	+ Pledge Forms
	+ Envelope(s)
	+ 211 Cards
	+ Flash Drive with Video Content

This option is just like we’ve always done. We can deliver and pick up materials and envelopes. In person presentations are an option if you would like them, but are not required.

 **2. Electronic Campaign - Contactless Campaign. Virtual Campaign.**

We provide links to:

* Electronic giving
* Electronic brochures / prize giveaway entry forms
* Impact videos
* Links to Printable Materials

You Guide your Associates through watch/learn/give steps.

This option is 100% yours to execute however you choose, with our promise of 100% support when you need it. We will not come on site in order to preserve your safety culture and your work from home program. We will educate, coach, and meet virtually in preparation for your BEST CAMPAIGN EVER!

**3. Blended Campaign**

Pick options from the above two, and let us know two weeks prior to beginning what you want to do. We can provide extra videos, do video conferencing via YOUR chosen platform, or discuss any other options.

**MENU OF AVAILABLE MATERIALS**

ELECTRONIC:

* Campaign Videos
* Prize giveaway entry (Note: Prize Giveaway is 100% virtual. QR code is on brochure.)
* Draft email content to copy and paste
* Meetings via YOUR chosen online platform, you host and send us a link
* Meetings via OUR chosen platform, we host via Zoom.com and send you a link
* Social Media banners and frames

**PAPER:**

* Brochures
* Campaign thermometer poster
* 211 cards/posters
* Pledge forms

**WORKPLACE CAMPAIGN TIMELINE**

Two Weeks Before Your Meeting

1. Confirm meeting date, time, and location with your company leadership.
2. Ask your company leadership to speak in support of United Way at your meeting.
3. Email the meeting details to your United Way contact, and ask for a United Way representative to speak at your meeting.
4. Ask leadership to appoint a senior staff member to speak with other senior staff about donating at a Beacon Society level ($1,200 or more).
5. Invite all your coworkers to the meeting via email; sample email provided by United Way.

One Week Before Your Meeting

1. Send a reminder email to all your coworkers about the upcoming meeting.
2. Check with senior staff on progress of Beacon Society members.

Week of Meeting

1. Confirm everyone’s role in the meeting.
2. Arrive early to have materials prepared and welcome team members as they arrive.
3. Send email to team to follow up from meeting with giving link and inspiration words.
4. Confirm a target campaign closing date.

After

1. Continue communication with your United Way representative to get reporting (if team is making online pledges).
2. Schedule a time for your United Way representative to pick up the sealed envelope of pledge forms, checks or cash. Envelope front must be completed.
3. Send your team a thank you email with campaign results. Encourage your team to engage with United Way on social media.
4. Consider planning a volunteer event with United Way Volunteers.