As you begin your United Way workplace campaign, a virtual kickoff has many benefits.

- **Ready, Set, Go!** A virtual kickoff clearly marks the start of your United Way effort, creating a sense of urgency and a timeline for colleagues. Campaigns with kickoff events have proven to raise more dollars in support of our community.

- **Inspiration.** The kickoff provides employees with an opportunity to hear about the impact of their donations 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 your organization, your senior management team and your colleagues have for the campaign and supporting our community. Your United Way Resource Development Director is here to support you and can help you plan and customize your kickoff event. We have created tools and resources to support you in hosting your kickoff virtually.

**HOW TO GET STARTED**

Key Considerations, Planning and Tips

1. **Technology Platform**
   Confirm the online web conferencing platform that is approved by your workplace and learn about the platform’s functionality so that your United Way RDD can help you build your kickoff agenda and activities on that platform. If you cannot host your kickoff on your own technology platform, speak to your United Way Resource Development Director (RDD).

2. **Senior Management Support**
   Support from your executives is critical to showing your organization is behind the campaign. Book their time so they can participate in your virtual kickoff or see if there may be existing meetings you can piggyback on. We’ll provide suggested talking points and presentation content that your senior management team can personalize.

**HELPFUL HINTS:**

- Reference the United Way Campaign Coordinator Toolkit at [www.unitedwaycg.org/campaign-toolkit](http://www.unitedwaycg.org/campaign-toolkit) for resources including How to Run a Virtual Campaign, Fun Ways to Fundraise, videos, email templates and much more.

- Start planning your campaign at least 4 weeks in advance.

- Send reminder emails and engage employees weekly with trivia and other fun ways.
3. **Consider your Audience**

For best results, we recommend a kickoff event is scheduled for no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kickoffs throughout the day, or across a few days. While there is no ideal, 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 and Other Company Speakers**

It is best if the Employee Campaign Coordinator (ECC) acts as facilitator to ensure your kickoff sticks to the agenda. If the ECC needs support, your United Way RDD can act as co-host. Invite your CEO or 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 colleagues during the kickoff. Consider interactive activities like online polls or quizzes to keep their attention online. Your United Way RDD can help you build this activity.

6. **Raise Awareness about Impact**

United Way has speakers that can join your virtual meeting and online awareness activities like Making Choices. These tools can help share the impact of donations and inspire people to give. Your United Way RDD can help you select the best awareness-building activities for your agenda.

7. **Set Clear Action Steps**

Let people know how they can donate and/or how they can get involved in the campaign. We recommend sending your donation link immediately following your kickoff event so people can take action while they feel inspired.
## RECOMMENDED AGENDA

<table>
<thead>
<tr>
<th>Virtual Meeting Login in Details: (Include details here)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Opening – 5 mins</strong>&lt;br&gt;(CEO, ECC and/or executives)</td>
</tr>
<tr>
<td><strong>Show Campaign Video – 4 mins</strong></td>
</tr>
<tr>
<td><strong>United Way Executive – 5 mins</strong></td>
</tr>
<tr>
<td><strong>Program Partner Agency – 5 mins</strong></td>
</tr>
<tr>
<td><strong>Closing Remarks – 5 mins</strong>&lt;br&gt;(CEO, ECC and/or executives)</td>
</tr>
</tbody>
</table>
OPENING REMARKS:

• Welcome attendees and introduce yourself

• Welcome guests (introduce United Way speaker)

• As many of you know, I am a strong believer in United Way’s work to help households reach stability and help children thrive. I am proud to be a part of COMPANY’S United Way campaign.

• Our community is going through an incredibly difficult time. And for some families, the situation is catastrophic. We know our community needs us now more than ever.

• Calls to United Way’s 2-1-1 helpline has increased, food insecurity is at an all-time high, unemployment has skyrocketed, since the pandemic started. 2-1-1 operators have answered calls for help every day since the pandemic began, connecting those in need with food, shelter and other resources.

• United Way has distributed nearly $1.2 million in grants (as of Aug. 13) to organizations working to help those struggling the most through COVID-19.

• Those funds have helped shelters, child care facilities and many other agencies stay open, provide children with nutritious meals, and support families so they could stay in their homes and keep their lights on.

• Their commitment to helping our community recover continues, and difficult days are still ahead for Middle Georgia. But we will recover. And we can do it together.

• This is why we partner with United Way. They have been on the front line to address these issues. They are a vital source of care for people and families who need support.

• I want to take a moment to recognize and thank each and every one of you in this room for stepping up to support United Way every year. Our collective commitment demonstrates (COMPANY’s) leadership in communities throughout Middle Georgia, raising over ($) for United Way.

• If the speaker has a personal story about United Way or something they have experienced, add that here.

• Thank you again for your generous support of United Way. And now I would like to introduce our next speaker.

• Introduce the next section of the event and turn over to United Way activity facilitator.
KEY POINTS FOR SPEAKERS

CLOSING REMARKS

• Thank you, GUEST SPEAKER, for joining us today and speaking. United Way plays such an important role in our community, investing in a critical social safety net in Middle Georgia. This vision ensures we are lifting our region up and that regardless of background and circumstance, everyone can thrive.

• Our annual United Way campaign starts on DATE. We have an amazing team that has worked hard to make this year’s campaign even better. Thank you, CAMPAIGN VOLUNTEERS, for your leadership in the campaign.

• By now, a donation link should be in your inbox. I encourage you to make a gift now. Let’s demonstrate our commitment to our staff before we officially launch the campaign on DATE.

• COMPANY’S donations to United Way are part of how we are building a stronger community and creating a legacy across our communities.

• Thanks everyone.

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 and recognize your Leadership givers.

• Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.
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 Central Georgia.

- You can record a video from a Senior Executive to be distributed electronically to all employees.

RESOURCES

- The workplace campaign toolkit is available at www.UnitedWayCG.org/campaign-toolkit. This toolkit includes sample email messaging, video links, logos, pdf’s of collateral materials and more.

- Your United Way contact can guide you through all the steps of running a digital campaign as well as help you goal set, train your team, and more.

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.

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 at UnitedWayCG.org/giving-incentives.
VIRTUAL CAMPAIGN TIPS

SOCIAL MEDIA TIPS

■ Share your goal and record your progress publicly. Communications is a great way to drive engagement.

■ Let the community know you are supporting them by running a United Way campaign. Don’t forget to tag #BetheGood & @UnitedWayCG

■ Share United Way’s social media posts or campaign video on your page to highlight the great work being done in the community.

■ Share your results on social media!

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!

■ Empower employees to participate in virtual volunteer opportunities on their own, as a department, or as a company. Opportunities include, collection care kits, 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 virtual volunteer opportunities on the next page.

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 our secure lockbox.

■ See our campaign materials at UnitedWayCG.org/campaign-toolkit.

Visit UnitedWayCG.org/volunteerunited for our complete list of volunteer opportunities.

Need something that is not available in the Virtual Tool Kit? Ask your United Way contact!
### Virtual and Remote Volunteer Opportunities

<table>
<thead>
<tr>
<th>Volunteer Service</th>
<th>Project Name</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remote</td>
<td>Financial Literacy Kits</td>
<td>Volunteers can assemble Financial Literacy kits to teach children the value of money and importance of saving.</td>
</tr>
<tr>
<td>Remote</td>
<td>Diaper Drive</td>
<td>Volunteers collect diapers for families in need.</td>
</tr>
<tr>
<td>Remote</td>
<td>Blessing Bottles or Care Kits for Homeless</td>
<td>Volunteers can create these by purchasing water bottle and placing a variety of items into the bottle such as socks, toothbrush, band-aids, comb, Gatorade packets, etc.</td>
</tr>
<tr>
<td>Remote</td>
<td>Backpacks for Children in Foster Care or Shelters</td>
<td>Volunteers can assemble backpacks for kids making a transition to foster care or shelter. Backpacks will provide them with the support and love they need during that time.</td>
</tr>
<tr>
<td>Remote</td>
<td>COVID relief Kits</td>
<td>Volunteers collect and assemble Ziploc bags with a mask and gloves or mini sanitizer.</td>
</tr>
<tr>
<td>Remote</td>
<td>Nurse (Medical staff) Appreciation Kits</td>
<td>Volunteers would collect and assemble appreciation items like gum, lifesavers, chocolate, pens and a thank you note. “Nursing Survival Kit”</td>
</tr>
<tr>
<td>Remote/Virtual</td>
<td>Virtual Book Drive</td>
<td>Volunteers can order new books online from local bookstores which will then be donated to UW to share with children in need.</td>
</tr>
<tr>
<td>Remote</td>
<td>Happiness Jars for Seniors</td>
<td>Volunteers collect mason jars and fill them with items such as socks, lip balm, sugar free candy and a positive message.</td>
</tr>
</tbody>
</table>
## Virtual and Remote Volunteer Opportunities

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<tr>
<td>Remote</td>
<td>Meal Delivery to Seniors</td>
<td>Volunteers can support non-profit partners by delivering meals to seniors.</td>
</tr>
<tr>
<td>Remote</td>
<td>Home Repair and Maintenance</td>
<td>Volunteers can help seniors with minor home repairs and maintenance (i.e. ramps, mow grass, replace smoke detector).</td>
</tr>
<tr>
<td>Remote</td>
<td>Cards for Seniors</td>
<td>Volunteers would make cards for seniors to be delivered to hospice patients and seniors on Meals on Wheels.</td>
</tr>
<tr>
<td>Remote</td>
<td>Donation Drive</td>
<td>Collect items to donate to one of your favorite non-profit agencies.</td>
</tr>
<tr>
<td>Remote</td>
<td>Community Clean-Up</td>
<td>Volunteers can help keep neighborhoods clean by volunteering to do a community clean up day (social distancing).</td>
</tr>
<tr>
<td>Virtual</td>
<td>Read United Tutor</td>
<td>Volunteer 1 hour per week to be a virtual tutor for a child that has been identified as at-risk of falling behind.</td>
</tr>
<tr>
<td>Virtual</td>
<td>Kindness Calls</td>
<td>Volunteers make virtual calls to homebound seniors to check on them and lift their spirits.</td>
</tr>
<tr>
<td>Virtual</td>
<td>Virtual Pen Pal</td>
<td>Volunteers can write a letter, poem or draw a picture to send to someone in need. UW staff would help coordinate letters.</td>
</tr>
<tr>
<td>Virtual</td>
<td>Financial Literacy Speaker</td>
<td>Volunteer to be a financial guest speaker for a non-profit agency or school to teach children about money and savings.</td>
</tr>
<tr>
<td>Virtual</td>
<td>Teach a Topic</td>
<td>Volunteer to be a guest speaker for a school or partner agency to help children with choosing a career path, building resumes, how to budget etc. United Way would help coordinate.</td>
</tr>
<tr>
<td>Virtual</td>
<td>Gift Card Donations</td>
<td>Volunteers and companies could purchase gift cards from local restaurants to help them during this pandemic and the gift cards would be used for raffles during campaign or donated to United Way to help those in need.</td>
</tr>
</tbody>
</table>