



# Virtual CAMPAIGN TOOL KIT

As we embark together on our virtual employee giving campaign, the team at United Way is ready to help and supply you with all of the tools necessary to make the transition as easy as possible!



United Way  
California Capital Region

YourLocalUnitedWay.org



## Choose your United Way PRESENTATIONS

- **Short presentations:**  
30 seconds • one minute • two minutes
- Full five-minute **detailed presentation** on United Way
- **Leadership presentation** from President and CEO Stephanie Bray
- **Heartfelt video** showing personal impact of donations



## Add some SIGNS

- United Way staff can **wave** 'Thank You' signs in front of your office – 6 feet apart, of course!
- Place 'Thank You' and 'Proud United Way Partner' **yard signs** at entrance or garden areas of your building



## Involve United Way NONPROFIT PARTNERS

- Send YouTube **videos** about a favorite nonprofit to your team.
- Email a few '**What Your Dollar Buys**' **facts** from some favorite nonprofits.
- Include a **live presentation** from a local nonprofit at virtual team meetings or campaign kickoff.
- Conduct a **live Q&A meeting** via Zoom with your employees and a local nonprofit.
- Hold a **community drive** and collect items such as school supplies, diapers, hygiene items, etc.



## Hold SPECIAL EVENTS

- Create a **virtual live auction** with items that you would typically raffle.
- Host **trivia sessions** with a company-sponsored donation to the winner's favorite local nonprofit.
- Encourage employees to donate \$10 to wear their **favorite sports shirt** during virtual meetings.
- Ask employees to donate \$10 to place a '**Proud United Way Partner**' sign in their yard.



## Host Virtual VOLUNTEER PROJECTS

- Collect food donations and activity sets to **support local families**.
- Collect "**self-care**" kits with items such as bath bombs, books, bubbles, paint sets, puzzles, etc.
- Write **messages of hope** for local youth through cards, letters and positive artwork.

*Please contact your United Way Manager to help set up any or all of the above options – so we can come together as one community and make your virtual campaign a success.*

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