

# Campaign Guide

For the **United Way Campaign** we've developed a wide variety of options to help you successfully customize and run your campaign, whether your employees are in the workplace or working from home.

## Tips for getting started:

- Talk to your Campaign Manager. We're here to help you!
- Secure your CEO's support. It's more important than ever this year.
- Assemble your team. If you're running a virtual campaign this year, be sure to include someone who's good with technology.
- Start thinking outside the box. Could you replace an employee luncheon with DoorDash gift cards for your at-home team? Would an Omaha Steaks delivery be a great incentive? Get creative!
- Plan to keep it engaging and fun – use photos/videos when possible (past volunteer activities, coworkers wearing their Live United T-shirts, post on your social media channels, etc.) Include some virtual bingo and trivia games, too.

## Questions to ask yourself and your team:

- What's the best type of campaign for us? Virtual, in-person, a combination of both?
- How will our employees pledge? E-pledging, paper forms or both?
- How will we share United Way's message with our employees? Do we need printed materials? Are we using email, intranet or CCTV?
- What platform should we use for a virtual campaign meeting? Should we set up the meetings or do we want our Loaned Campaign Specialist to create the meeting? Who will be responsible for "running" the meeting and playing the video(s)?
- What elements do we want to include in our meeting? Are we showing a video, do we want an agency speaker?

## Resources to help your campaign run smoothly:

- Your Loaned Campaign Specialist (LCS)
- Your Campaign Manager
- Campaign HQ: Find materials for printing, digital assets, ideas for incentives, messaging, United Way's video gallery and more at [uwberks.org/CampaignHQ](http://uwberks.org/CampaignHQ)
- United Way's Marketing Team. We'll help you customize and personalize materials and graphics

## Sample agenda:

Welcome - 1 minute  
CEO message (either live or via video) - 2 minutes  
LCS message - 3 minutes  
Agency Speaker (either live or via video) - 3 minutes  
Video - 2 minutes  
Incentives - 2 minutes  
How to pledge - 1 minute  
Closing - 2 minutes



United Way of Berks County