

RUNNING A VIRTUAL CAMPAIGN KICKOFF

LIVE UNITED

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 Corporate Relations Director (CRD) 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 AND PLANNING

Helpful Hint:
Reference the [Virtual Kickoff Planning](#) [Schedule](#) for a 5-week timeline that can help you get things rolling.

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 CRD 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 CRD.

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.

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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 CRD 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 CRD 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 The Cost of Living. These tools can help share the impact of donations and inspire people to give. Your CRD 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.

Need a United Way Speaker for your event?

Please contact your UW staff partner and submit your booking request at least 10 business days prior to your event.

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RECOMMENDED AGENDA

Virtual meeting login in details: [include details here]	
<p>Opening – 5 mins (CEO, ECC and/or executives)</p>	<ul style="list-style-type: none"> • Welcome • Value of United Way and company partnership • Importance of United Way now • Encourage all to get involved with campaign activities • Interactive poll or quiz to get people engaged
<p>The Cost of Living – 20-30 mins (Facilitated by United Way)</p>	<ul style="list-style-type: none"> • All attendees participate in the interactive activity The Cost of Living using Zoom and their smartphone.
<p>Closing remarks – 5 mins (CEO, ECC and/or executives)</p>	<ul style="list-style-type: none"> • Thank participants and reiterate the importance of United Way • Call to action – donate now • Share company fundraising/participation goals • How to give • Instructions on next steps: Donation link to come, contact for questions, etc.

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KEY POINTS FOR SPEAKERS

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.
- Even before the pandemic struck, 44 percent of households in Southeastern Michigan struggled to afford their basic needs like food, housing and child care. We know more are struggling now as unemployment skyrockets due to COVID-19.
- Calls to United Way's 2-1-1 helpline have increased since the pandemic started. 2-1-1 operators have answered an average of 750 calls for help every day since the pandemic began, connecting those in need with food, shelter and other resources.
- United Way has distributed nearly \$30 million in grants (as of July 24) to organizations working to help those struggling the most through COVID-19. Those funds have helped shelters and child care facilities 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 Michigan. But we will get through this. We will recover. And we'll 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 Southeastern Michigan, raising over XXXX for United Way.
- KEY POINT ABOUT LAST YEAR'S CAMPAIGN (ask your CRD if you need assistance)
- IF THE SPEAKER HAS A PERSONAL STORY ABOUT UNITED WAY OR SOMETHING THEY EXPERIENCED, ADD HERE
- Thank you again for your personal leadership and generous support of United Way.
- Introduce the next section of the event and turn over to United Way activity facilitator.

HAVE

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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 Southeastern Michigan. 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.