Welcome.

We’ll be starting in just a moment…

Leslie Lynch
Senior Director of Corporate Relations

Leslie Says:
Don’t Forget to share the Housekeeping Items

United Way for Southeastern Michigan

- Today’s Meeting is being recorded.
- Please sign in by following the Airtable Link In the Chat Box
- The Campaign Tool Kit and all Training Materials will be available online.
- Sound Effects
Employee Campaign Coordinator Training
Session 4
Communications and Messaging
Today’s Hosts:

Audrey Walker
Director, Corporate Relations

Benjamin Williams
Associate, Corporate Relations
Today’s Agenda:

• Four Campaign Communication Types

• Social Media Communication Strategies

• I #STANDUNITED Team Activity

• Closing

Leslie Says: Remember you can always ask questions in the chat box.
• Brainstorm or Develop a unique event you'd like to include in your company's campaign this year.
• Share it with the group today.
HOMEWORK REVIEW

• Brainstorm or Develop a unique event you’d like to include in your company’s campaign this year.

• Share it with the group today.
SPECIAL EVENT IDEAS

• Virtual Auctions
• Special speaker event
• Zoom cooking classes
• PTO raffle or 50/50 raffle
• Wine Tastings
• Trivia or Game Night
• Baby Photo Competition

• Online galas or events
• Virtual “Embarrass the Boss”
• Fantasy Football fundraiser
• Talent Shows
• Department competitions
• Book Clubs
• Spirit Day/Social media challenges
Any Volunteers?

- Virtual Auctions
- Special speaker event
- Zoom cooking classes
- PTO raffle or 50/50 raffle
- Wine Tastings
- Trivia or Game Night
- Baby Photo Competition
- Online galas or events
- Virtual “Embarrass the Boss”
- Fantasy Football fundraiser
- Talent Shows
- Department competitions
- Book Clubs
- Spirit Day/Social media challenges

Leslie Says: Volunteers can either share aloud or in the chat comments.
Four Types of Campaign Communication

- Internal Communications
- Leadership Communications
- Team Communications
- External Communications
Internal Campaign: Day 3 Team Participation Updates

Ochalek, Courtney  
To: ALL UWSEM MAILBOXES

2020 - UWSEM Calendar-Events-Teams - Internal Campaign.pdf

Thu 6/25/2020 7:53 AM

Internal Campaign Update: Thursday, June 25th

Goals and Incentives

Our campaign goal is 100% pledge participation! We also have a goal of having every team member volunteering at least one hour during the campaign. Everyone who increases their pledge by at least $50 from last year’s gift will be entered to win 1 of 6 PTO days! The team with the most points will a special prize! All winners will be announced during the Closing Ceremony.

CLICK HERE to make your pledge now.

Reminders

Feel free to continue working on the projects that were started in the breakout rooms from our kickoff (chant, mission statement, rolcall, vision boards, team posters, etc.) in preparation for the Closing Ceremony.
Email 1 (pre-campaign, two days prior to kickoff)

Subject: Let’s Stand United

Body:

[NAME],

At <COMPANY NAME>, we all want to see our region thrive — but even before the pandemic began, many of our friends and neighbors were falling behind. And with COVID-19 causing a significant increase in unemployment, we know many more are struggling now. In every community, households can’t afford basic necessities like food, housing and child care. These individuals and families at times face a difficult choice: Do I pay the utilities to keep the heat on, or do I buy groceries to feed my family?

Difficult days are still ahead for Michigan, but we will get through this. We will recover. And we’ll do it together.

You can make a difference, and our upcoming United Way campaign makes it easy! Together, we can help United Way advance the common good in communities across the world. With your help, we will build communities in Southeastern Michigan where all households are stable and every child can thrive.

I hope you’ll join us to raise funds for the community and have some fun in the process.

[Click here to log in and make your pledge today.]

Let’s Stand United and change lives together.

[SIGNATURE]
Use your company’s intranet platform to motivate your team members to participate

- WebEx
- Microsoft 365
- Microsoft Teams
- Yammer
- Skype for Business
- BlueJeans
- G Suite
- Adobe Experience
- ListServs
Social media platforms and posts that your company can share to the public
Jourdan Bender, Social Media and Communications Specialist
Let’s get social!

Leslie Says: If you haven’t done so yet, please remember to sign in via the sign in sheet. The link is in the chat box.
Capture and post engagement!

• Look for opportunities to highlight and lift up employees in your company

• Photos of volunteering, screenshots of Zoom virtual events and selfie videos all make for engaging content

• Share on your social pages and we can lift all the content as well
What does that look like?
Create Thank you videos!

- Have your leadership team film thank you videos to each team or employees in their department

- Lift up certain events or milestones reached by your company or teams

- Be creative! Use kids, pets, costumes etc.

- Your followers love to see your faces!
What does that look like?

Dr. Derschaun Brown
Work Based Learning Director, Community Impact
Share why you #StandUnited!

• Share why you #StandUnited by taking a selfie or picture with your poster and sharing on their social

• Encourage posting on your company page(s) to expand our reach.

• We will retweet and share on our pages.
What does that look like?
Social Media Best Practices

- Take photos horizontally, instead of vertically
- Keep video length short – 1 min max.
- Use dark marker for #StandUnited poster
- Use hashtags! #StandUnited
- Don’t forget to tag us! @unitedwaysem or @unitedwayforsoutheasternmichigan
Let’s give **Jourdan** a round of applause!

Coming up next we have...

**Leslie Says:**

*POP QUIZ!*
I #STANDUNITED

Activity

Examples:

• I #STANDUNITED for Thriving Communities

• I LOVE volunteering in our annual United Way Campaign. #STANDUNITED @unitedwayforsoutheasternmichigan

• @burgsbottledwater will always #STANDUNITED with @unitedwaysem
Would anyone like to share out?
Thanks for joining us!

Leslie Says:
Thanks for coming! Don’t forget to sign in and check out the campaign tool kit!

Audrey Walker
Director, Corporate Relations

Benjamin Williams
Associate, Corporate Relations

Next Week’s Topic
Putting it together: Build Your Campaign Calendar

Courtney Hough
Michael Miller

See You Soon!