

## Virtual Engagement

**This year looks different for everyone. While we're still moving through this challenging time, the need in our community is still great- if not more than ever. We are preparing for our 2020/2021 Campaign and are launching virtual options for companies. Thank you for your support and allowing the work to continue while we stay safe and remote.**

### **Company Campaign Kick-Off**

Virtual Presentation Via Zoom: Employees can join a live 30 minute Zoom meeting that will cover the United Way overview and mission. We will share videos and a client story. We will discuss giving options and close with any questions. All materials will be provided electronically in an email to be sent out to all employees. Any paper material is available upon request.

### **Company Engagement**

One component that will still be key to the success of your rollover, ePledge, or traditional campaign is engagement. We know one important part of a workplace campaign is for employees to have opportunity to learn more about the United Way impact. We will still offer Impact Tours this year, just virtually, so employees can join in on a live visit or access at a later time. We have created a list of special events that may be of interest to your company and developed a timeline for the Employee Company Coordinator (ECC) to provide outreach to employees throughout the campaign. No matter the option you choose, we plan to continue sharing the United Way message, giving employees the opportunity to stay connected to our work, showing how their gifts are making an impact in our community and thanking them for giving back.

### **Company Videos**

United Way is hoping to work with your company to create short videos of different levels of employees on why they give to United Way. We are hoping these can be sent out throughout your campaign. Let us know your needs!

### **Campaign Toolkit**

Visit our Campaign Toolkit here: <https://unitedwayofthecv.org/campaign/campaign-toolkit/>

You'll find access to: Materials, Giving Options Overview, Videos, & Special Event Options

### **ECC Company Involvement**

Your ECC has gone through training and is prepared for a Virtual Campaign! Some of their resources include: ECC Manual, Email Templates, Timeline, Outreach Examples, How-To Guides for Campaign Options, and more!