



## RUNNING A VIRTUAL CAMPAIGN KICK-OFF

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### **Ready, Set, Go!**

A virtual kick off marks the start of your United Way effort creating a sense of urgency and a timeline for colleagues. Campaigns with kick-off events have proven to raise more dollars in support of our community.

### **Inspiration.**

The kick-off 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 our colleagues have for the campaign and supporting our community.

Your United Way staff partner is here to support you and can help you plan and customize your kick-off event. We are able to provide videos, messaging, impact speakers as well as joining in the event to speak about the impact and work of United Way in our community.



**United Way**  
Oxford

**#UNIGNORABLE**

## Considerations and Planning

### 1. Technology Platform

Confirm the online web conferencing platform that is approved by your workplace and learn about the platform's functionality, so your United Way staff partner can help you build your kick-off agenda and activities on the platform. If you cannot host your kick-off on your own technology platform, speak to your United Way staff partner.

### 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 kick-off, or see if there may be existing meetings you can piggyback on.

### 3. Consider your Audience

For best results, we recommend a kick-off event is scheduled for no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kick-offs, perhaps by department, throughout the day or across a few days. While there is no ideal scenario, 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 Chair (ECC) acts as facilitator to ensure your kick-off sticks to the agenda. If the ECC needs support, your United Way staff partner can act as co-host. Invite your CEO or other executive(s) 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 kick-off. Consider interactive activities like online polls or quizzes to keep their attention online. Your United Way staff partner 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 online tours, "Making Choices" activity and campaign videos that can help share the impact of donations and inspire people to give. Your United Way staff partner 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 kick-off event, so people can take action while they're feeling inspired.

