

# Unite to fuel Change



Greater Twin Cities  
United Way

## 2020 CAMPAIGN VIRTUAL ENGAGEMENT

### REVIEW YOUR COMPANY SYSTEMS

Identify available virtual platforms – WebEx, Microsoft Teams, Zoom – your company uses to leverage what you already have. Partner with United Way to leverage our suite of free platforms.

### ASSESS YOUR COMPANY CULTURE AND APPETITE FOR ONLINE EVENTS

How is your company already using remote technology? Do employees like video conferencing? Are you a meeting-heavy team? Pick virtual events based on what works best with your company.

### BUILD A CAMPAIGN COMMITTEE WITH VIRTUAL EXPERIENCE

Create a committee that includes volunteers with experience setting up online activities as well as staff from key departments. *Examples include: IT, marketing, or communications.*

### REPURPOSE WHAT WORKS

Get creative by reinventing a past event! *Examples include: trivia night or virtual happy hour using Zoom breakout rooms or holding a 5K walk/run from home.*

### ALLOW EXTRA TIME TO TRAIN EMPLOYEES

Plan for extra time to support staff as they use new systems and participate in new ways. Employees need different support levels. *Examples include: online donation training, video conference training, and extra time when starting webinars.*

### MOVE BEYOND AN EMAIL

It's tough to replace in-person energy. Communication needs to be creative and multidimensional. *Examples include: social media hashtags, on team call agendas, and creative intranet posts.*

### VIRTUAL VOLUNTEERING

Plan to get teams together to volunteer virtually. Host an informal meeting where employees can chat and volunteer. *Examples include: creating masks or packing backpacks.*

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