Employee Campaign Toolkit

As COVID-19 impacts the Greater Twin Cities, our community is stepping up to meet this unprecedented challenge in a thousand inspiring ways each day – as neighbors, volunteers, business and community leaders, and professionals. This guide is to provide you with the resources to run a successful employee campaign to support our Greater Twin Cities COVID-10 Response and Recovery Fund. 100% of donations to the fund will be used to provide services to those who are most vulnerable.

Recommended Campaign Structure: We recommend a 1-week campaign to support Greater Twin Cities COVID-19 Response and Recovery Fund with targeted emails and online communications that highlight information about COVID-19 resources. The resources in this toolkit are also posted on our campaign portal with further detail.

Steps to Launching Campaign

1) Get approval from leadership to run the campaign. Discuss any opportunities for related company support (a corporate match, small incentives to boost participation, etc.)
2) Kickoff the campaign by posting on your intranet and sending out an initial email
3) Solicit support from a few employees to build awareness of the campaign with remote workers
4) Communicate midweek and final day milestones during the campaign

Utilize our Messaging Templates

- Visual Guide that includes our messaging, visuals, and social prompts
- Communications calendar to use as a framework for campaign communication
- Emails and internal posts for kickoff and campaign updates

Participation Strategies to Incentivize Remote Workers

- Organize a Kickoff Happy Hour to connect with coworkers at the “virtual water cooler” (using Skype, Teams, or Zoom). Employees can share and build awareness during the virtual happy hour
  - Share how you’ve adjusted to your new “office” (even have a competition on who has the best home office set-up!)
  - Post a photo or a share a video holding a “Why I Stay Home” message
- Purchase gift cards to local restaurants impacted by the quarantine and randomly offer them to employees or hold a drawing for campaign participants
- Text chains among coworkers sharing 211 and COVID-19 resources to encourage participation and share why they donated. Consider highlighting “Why I stay Home” messages or gratitude toward essential employees on the frontline
- Email the Call to Action Video to employees featuring John Wilgers, GTCUW CEO

(All resources available on GTCUW's campaign portal. Email campaign@gtcuw.org with any questions)