

CAMPAIGN ENGAGEMENT IDEAS

KICKOFF

- + Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to United Way of San Antonio and Bexar County.

UTILIZE AVAILABLE RESOURCES

- + The Workplace Campaign toolkit is available online at www.unitedwaysatx.org. This toolkit includes sample email messaging, video links, pdfs of collateral materials and more.
- + Your United Way Representative can guide you through all steps of running a digital campaign as well as help you goal set, train your team and more.
- + Need something that is not available in the online tool kit? Ask your Representative.

COMMUNICATIONS

- + Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- + Promote any corporate match, corporate gifts or other incentives to increase contributions.
- + Have your Campaign Committee make individuals asks of their team. If possible, make it personal. Consider phone calls instead of emails. People give to people.

INCENTIVES

- + Popular prizes include a day off with pay, rewards, or raffles for unique experiences.
- + Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS

- + Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.

- + A complete list of volunteer opportunities available can be found at www.volunteersanantonio.org and saunited4good.org.
- + Find opportunities to create engaging events: host a virtual kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards or lunch with the CEO, or have a virtual day of impact.
- + If possible, consider having smaller virtual department events once the campaign is launched to promote donation options and have a little fun.
- + Popular events include dress down-days, silent auctions and t-shirt sales. Your United Way Representative can provide you details or additional events that might fit into your campaign.

LEADERSHIP SOCIETIES

- + When asking for donations, remember that United Way Leadership Societies are a way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following Leadership Societies and take part in meaningful, year-round events, volunteer opportunities and engagement.
 - + Tocqueville Society (\$10,000+)
 - + Briscoe Society (\$5,000 - \$9,999)
 - + Bejar Society (\$2,500 - \$4,999)
 - + Tejas Society (\$1,000 - \$2,499)
 - + Alamo Society (\$500 - \$999)
 - + Women United (\$500+)
 - + Emerging Leaders (45 years and under, \$250+)

RECOGNITION AND THANKS

- + Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other team members.
- + Send personal thank you notes to each of your campaign committee members.
- + Highlight donors of a certain level on a team call or monthly e-newsletter.
- + If possible, host a virtual event for donors who give at a certain level. Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.