



United Way of King County



VIRTUAL CAMPAIGN GUIDE 2022-23



STEPS TO SUCCESS

PREP

- Connect with your engagement officer.
- Set campaign dates and allow plenty of time for United Way to create your giving portal and for you to create strategic messaging.
- Assemble a campaign team to help distribute campaign messaging.
- Set a campaign goal that your campaign team and employees can rally behind.
- Set key points for distributing company-wide messaging.

EXECUTE

- Use your planned messaging to launch the campaign. Consider getting leadership involved.
- Send messaging throughout the campaign on a company-wide level.

- Run team challenges to encourage participation.
Example: The team or business unit with the highest participation wins lunch with the CEO or other company leaders.
- Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

WRAP UP

- Finalize campaign results with your online giving platform. Submit payroll deduction information to your human resource or payroll processing department.
- Consider sending a thank you note to the entire company and a group of donors.
- Thank your campaign team.
- Celebrate your results!



MAKE IT S.O.C.I.A.L.

SHORT & SWEET

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Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less the momentum.

OVERALL GOALS

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Clearly state your goals—dollars raised, number of participants, average donation.

COMMUNICATE

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A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission.

IMPACT

I

Provide impact equations—what does my donation do at various levels?

- **\$100:** Pays for one night at a hotel or motel for a person or family needing short-term lodging while they are transitioning to permanent housing.
- **\$150:** Pays for a full set of work shoes and clothes.
- **\$365:** Pays for 16 meals that are delivered to a student and the student's family.
- **\$500:** Allows a childcare center to purchase a set of high-quality blocks and developmentally appropriate puzzles for children of different ages.

ACCELERATE SUCCESS WITH GAMES

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Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those who reach their personal goal and for teams who reach their goals.

LIVE UPDATES ON GOAL PROGRESSION

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Celebrate your wins! Keep momentum going by celebrating daily wins and keeping the progress of the campaign at the top of all communication.



BEST PRACTICES

KICKOFF

- Having leadership and a speaker from United Way helps create excitement and energy for the campaign.

UTILIZE AVAILABLE RESOURCES

- Rely on your engagement officer or engagement campaign coordinator.
- Ask for updates on United Way's programming. We have digital posters and results reports that highlight the work we do in the community. Your United Way staff contact can also help with how to send out a campaign kickoff email.

COMMUNICATIONS

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.

INCENTIVES

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

EVENTS

- Encourage your employer to get your office involved in volunteering.
- Find opportunities to create virtual events: Host a Zoom 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.

GIVING COMMUNITIES

- When asking for donations, remember that United Way affinity groups are a great way for employees to extend their impact and deepen their engagement with our work. Based on their giving level, employees can join the following affinity groups and take part in meaningful, year-round events, volunteer opportunities and engagement.
 - » Champions **\$10,000+**
 - » Change Makers **\$1,200+**
 - » Emerging Leaders 365—**\$365+** and geared more toward young professionals

RECOGNITION AND THANKS

- Send thanks to the CEO and an all-staff email out to thank those for participating in the campaign.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.
- Ask your engagement officer or engagement campaign coordinator for help with thanking as well.

FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

A: The average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kickoff your campaign, get the message out effectively and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: United Way of King County offers a free online giving platform to collect your employee donations. This platform offers the ability to collect payroll deduction information, credit card gifts, "bill me at home" gifts, and checks. For more information about the giving portal, be sure to ask your engagement officer or engagement campaign coordinator.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes!

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place from August to December, but they can happen at a time that is best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January–December 31. However, United Way does not set your payroll schedule, it is a company decision.

Q: CAN EMPLOYEES DESIGNATE THEIR DONATION?

A: For a fee, we make it possible to specify a non-profit program to receive your donation. However, the direct investment of your dollars designated to United Way of King County goes further to strengthen [housing](#), [education](#) and [financial security](#) in King County.

THANK YOU!

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of folks making a huge impact in our community.

You are a frontline volunteer who raises awareness about the vital role United Way of King County plays in the community. Together with passionate supporters like you, we're leading the charge to improve education, housing and financial security in King County.

We hope that this guide provides you with the necessary resources to run your campaign. Please reach out to your engagement officer who can provide additional support and guidance throughout your campaign.

At United Way of King County, we're working
toward a racially just community where ALL
people have homes, students graduate and
families are financially stable.



United Way of King County

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