



CAMPAIGN ENGAGEMENT

Determine Company Policies

With more employees returning to the office, work with your company (i.e. HR, legal, operations) to assess what your policies are for in-person and virtual activities.

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 ready to come back into the office? Pick events based on what works best with your company.

Review what worked virtually

Debrief with your committee to understand what worked well in a virtual environment and what succeeded in-person. Move an event in-person or get creative and make it hybrid! Examples include: 5k walk/run both at home and on a specific day or a pet photo contest with winning pets touring the office.

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.

Leverage United Way's Media and Messaging

Communication needs to be creative and multidimensional. GTCUW has a wide selection of videos and images you can utilize to increase engagement during campaign season. Also, don't just use emails! Other 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.