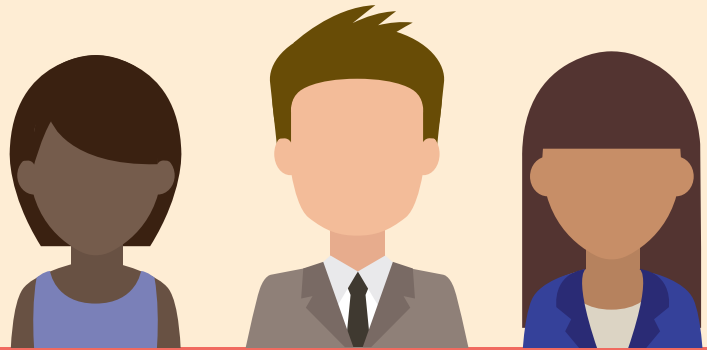


HOW TO RUN AN ONLINE CAMPAIGN



- 1 Hold the Campaign Kick-off virtually by setting up an employee video call. Invite all employees to join online. Be sure to invite your CEO or senior leadership to share why they give.
- 2 Invite a United Way Representative to speak about how donations help the community during your kick-off call or other team meetings.
- 3 If applicable, ask United Way to set up an online giving website to collect donations in place of pledge forms and cash donations.
- 4 After the kick-off, send an email to employees with directions of how to donate, a message from a senior leader asking employees to donate, and information about United Way.
- 5 Provide employees with additional information about United Way through printed materials or other employee communication methods (intranet, screensavers, message boards, etc)
- 6 Share United Way videos through email communications throughout the campaign
 - [How is my donation used](#)
 - [Bedtime Stories](#)
 - [South Franklin Community Center](#)
 - [EveryDay Strong](#)
 - [Help Me Grow](#)
 - [211](#)
- 7 Invite employees to participate in online activities to help them learn about United Way. Offer small prizes as an incentive for those who donate and play.
 - **United Way Trivia**
 United Way trivia is a set of 10-15 questions about United Way and its partner agencies. We will provide the document with the questions and answers so that you can send them out via email to your employees.
 - **Can You Hear Me Now- United Way addition**
 “Can You Hear Me Now?” is one of the best online games for team building. You play this game in a virtual conference room, and nominate one person to be the speaker and the rest are artists. The speaker uses an image provided by United Way, and the goal is to describe that image in such a way that the artists can draw it successfully.
 - **Bingo-United Way Addition**
 You start with a bingo board that has a number of action items or accomplishments on it.

CAMPAIGN ONLINE ACTIVITIES OVERVIEW



BINGO

This activity is designed to help your employees get to know United Way by accomplishing tasks that inform them more about what United Way is all about. Once someone completes BINGO, handing out some sort of prize or incentive may be a good idea. If you are wanting some United Way swag, your United Way representative can deliver it to your office or wherever you need.

TRIVIA

This activity is designed to create a fun, competitive way to get employees involved with what United Way is all about. Trivia questions can be sent out everyday that your company is running the campaign. The campaign leader may send out an email with 1-2 questions a day with the first person responding with the correct answer will get a prize. If you are wanting United Way swag, a representative can provide it for you.

CAN YOU HEAR ME NOW?

This activity may be a little more difficult to accomplish with a big group. It is designed for small groups done over video chat. For this game United Way has provided 6 stock photos that represent the 3 focus areas. EveryDay Strong, EveryDay Learners and EveryDay Support.



CAMPAIGN ONLINE ACTIVITIES

UNITED WAY TRIVIA



1 Q: What agency provides services throughout Utah to support families with young children with disabilities?

A: Kids On The Move

2 Q: What is a comprehensive source for community resources, better connecting our community and increasing self-sufficiency?

A: 2-1-1 Helpline

3 Q: If you donate 25 dollars to United Way, how many inmates can record bedtime stories for their children?

A: 20

4 Q: ___ United's initiative is to provide programs that empower parents and the community to build children's confidence, connection and emotional health?

A: Woman United

5 Q: What agency's mission is to build a community of healthy, happy individuals and families through education and the prevention and treatment of child abuse, trauma, and other personal and family concerns.

A: Family Support and Treatment Center

6 Q: What is the United Way of Utah County's big service day called?

A: Day of Caring

7 Q: Which program provides free tax preparation assistance to families and individuals?

A: VITA (Volunteer Income Tax Assistance)

8 Q: What program helps children/families around Christmas time?

A: Sub for Santa

9 Q: What United Way program offers home visits, parenting classes and play groups?

A: Welcome Baby

10 Q: ___ is an information and referral helpline available at no cost that provides parents, physicians and providers with the knowledge and resources for child development and prenatal care?

A: Help Me Grow Utah

11 Q: What Community Center provides numerous services and activities to achieve its goal of building community, encouraging residents to work together to enhance their lives and their surroundings?

A: South Franklin Community Center

12 Q: What are the 3 focus areas within United Way?

A: Everyday Strong, Everyday Learners, Everyday Support

13 Q: What program has been dedicated to closing the digital divide?

A: Digital Inclusion

14 Q: What partner agency uses Equine-Assisted Learning (EAL) curriculum to teach young women to recognize their inherent worth and potential, and to approach life with correct paradigms of themselves and others?

A: Bridle Up Hope

15 Q: How many meals will feed a family of four with a donation of \$50?

A: 50

CAMPAIGN ONLINE ACTIVITIES

UNITED WAY BINGO

FOLLOWED
UNITED WAY ON
TWITTER

SIGNED UP
FOR THE EMAIL
NEWSLETTER

DONATED TO
UNITED WAY OR A
LOCAL CHARITY

PLAYED A
GAME WITH
A CHILD IN
YOUR LIFE

VISITED
UNITED WAY OF
UTAH COUNTY
WEBSITE

SIGNED UP
FOR DAY OF
CARING
2020

FOLLOWED
UNITED WAY ON
YOUTUBE

SENT AN
ENCOURAGING
MESSAGE TO
A LOVED ONE

READ A
BOOK TO A
CHILD IN
YOUR LIFE

FOLLOWED
UNITED WAY ON
INSTAGRAM

FREE
SPACE

VISITED
UNITED WAY OF
UTAH COUNTY
WEBSITE

ENCOURAGED
A COWORKER
TO DONATE TO
UNITED WAY

WATCHED
THE EVERYDAY
STRONG VIDEO

DOWNLOADED THE
211 UTAH
APP ON
YOUR PHONE

FOLLOWED
UNITED WAY
ON FACEBOOK