Whether you have a mostly remote workforce, or a combination of in person and remote employees, here are 4 tips on how to engage your team virtually.

1. Host a Virtual Kickoff

Just as you hold an in-person kickoff at the office, hold a kickoff meeting over Zoom, Microsoft teams, or your company’s platform of choice. Follow the agenda listed in the Campaign Planning Workbook and use the kickoff PowerPoint template.

Ways to increase engagement:

• **Incentives** Consider giving prizes! For example, everyone who attends gets a $5 coffee gift card emailed to them.

• **Trivia** Ask questions throughout the kickoff meeting. Whoever answers correctly in the chat gets a prize! Check out our trivia questions.

• **Interaction** Encourage people to share reactions via the chat. If you are hosting the meeting, greet those joining by name and thank them for coming.

2. Use our Online Giving Platform

Giving electronically is the easiest way for remote employees to contribute to your campaign. We can set up a special giving site just for your company! Fill out this short Application Form and we will get your site set-up.

**Tip:** As an ECC, you have access to track how much has been raised and to see how many employees have given. This helps you know how close you are to your goal and thank employees who donate!
3. Incorporate Incentives and Special Events

Giving Incentives
• Award those who give at a Leader in Giving level ($720+) with a company branded item (mug, jacket, notepad)
• Give the first 5 people to complete their pledge a special prize (coffee with the CEO, gift cards, entries into a raffle, etc.)

Hold an online silent auction
• Check out these online auction platforms: Bidding Owl, Rallyup, OneCause, ClickBid, Auctria

Email Bingo
• Send out numbers via email once a day, twice a week, or another frequency

For other special event ideas, check out our Be A Magnetic Marvel, Campaign Idea Guide.

Tip: For a virtual team, less is more. Consider incorporating just one or two special events to avoid overwhelming your employees.

Tip: Another benefit to using ePledge is that you can host your special event on our online site! Contact the United Way team to learn more.

4. Communication is Key

Communicating effectively is important in building participation. Being concise, yet meaningful is the goal. In your communication, emphasize the answers to these questions: What is United Way? When is the campaign happening? How can I give? What will my donations do?

Consider keeping communication to twice per week, but don’t be afraid to add personal outreach to engage specific employees!

We’ve written some email templates to get you started!

Tip: Record a video from your leadership team sharing why they support United Way to send via email or intranet to all employees.

Our team is here and ready to help you make your campaign the best it can be! Please feel free to reach out to us for ideas, support, and resources. We would love to hear from you!