

# Engagement in a Virtual World

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 might hold an in-person kickoff at the office, hold a kickoff meeting over Zoom, Microsoft teams, or your company's virtual platform of choice. Refer to our 'How to Plan a Great Kickoff Event' tool to create an engaging meeting and feel free to use our PowerPoint template if you need visuals. Both can be found at [unitedwaycassclay.org/tools](https://unitedwaycassclay.org/tools).



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!
- **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! Contact United Way to use our online giving platform called Easy ePledge.

**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!

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### 3. Incorporate Incentives and Special Events

#### Giving Incentives

- Give the first 5 people to complete their pledge a special prize (coffee with the CEO, gift cards, entry into a raffle, etc.)
- Award those who give at a certain level ( Any Dollar amount, Community Builder (\$300+, Leader in Giving level (\$720+)) with a company branded item (mug, jacket, notepad)

#### Hold an online silent auction

- Ask for donated items from vendors, employees or community businesses to put up for auction!
- Check out these online auction platforms: Bidding Owl, Rallyup, OneCause, ClickBid, Auctria

#### Email Bingo

- Send out Bingo numbers via email or messenger once a day, twice a week, or another frequency
- Give out prizes for the first 1-3 employees that email you with their BINGO!

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

**TIP:** A 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

A confused employee doesn't give or participate. Communicating effectively is important in building participation. The goal is to be concise, yet meaningful. 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!

**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! Feel free to reach out to us for ideas, support, and resources. We would love to hear from you!

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