



VIRTUAL CAMPAIGN PLAYBOOK

An essential first step is verifying what technologies are available to employees.



- Explore the existing technology the workplace has to facilitate virtual team meetings, and if all employees can access the same tools. This will help United Way best design the experience for all employees.
- Discuss how many people can join at one time or the ideal amount the account would want on a virtual meeting.

Building Your Team-Every strong campaign starts with a strong team.



- Consider what new roles need to be added. For example, because campaigns will be relying heavily on technology, your committee may need IT support – to help run online meetings.
- Think through any additional support needed for communications such as, social media, email, staff intranet updates
- Awareness will be increasingly crucial with people not physically together. Consider recruiting a team of volunteers to lead awareness and engagement opportunities for staff.

Special Events & Employee Engagement



With people working from home, this is a time where they might need fun and interaction with their co-workers. Work with your account representative to determine if virtual events are possible. Provide options for new and exciting virtual events to bring awareness about the campaign.



Some examples of virtual workplace events:

- Games such as Bingo, spelling bees, trivia
- Social Media or "Next up" type campaigns –employees can get all dressed up at home (versus casual days at the office) and post pictures of themselves to create awareness about the campaign, "do something good" challenge where someone tags their next colleague to "do something good"
- Virtual walks/runs or virtual lunches
- Online galas, open mics, talent, dance parties and entertainment events (provided by colleagues from their homes)
- Online learning activities e.g. cook like a chef, flower decorating, learn a new skill (led by celebrity contacts, professional volunteers or colleagues) and a list of supplies for participants to buy can be sent or purchased in advance