

OPTIONS FOR CONDUCTING YOUR UNITED WAY CAMPAIGN

Though your company's day-to-day may look a little different, campaigning with United Way has never been so easy!

TRADITIONAL CAMPAIGN	VIRTUAL CAMPAIGN	ROLLOVER CAMPAIGN
<p>KICKOFF In-person event</p>	<p>KICKOFF Virtual event</p>	<p>KICKOFF Virtual event</p>
<p>SPECIAL EVENTS Bake sales, chili cookoffs, 5Ks, etc.</p>	<p>SPECIAL EVENTS Online actions and raffles, peer-to-peer fundraising via social media, etc.</p>	<p>SPECIAL EVENTS Online actions and raffles, peer-to-peer fundraising via social media, etc.</p>
<p>VOLUNTEER OPPORTUNITIES In-person group activities</p>	<p>VOLUNTEER OPPORTUNITIES Virtual volunteering and donation drives</p>	<p>VOLUNTEER OPPORTUNITIES Virtual volunteering and donation drives</p>
<p>GENERATING EXCITEMENT Inviting United Way speakers to share the impact of giving</p>	<p>GENERATING EXCITEMENT Inviting United Way speakers to share the impact of giving virtually, or show videos</p>	<p>GENERATING EXCITEMENT Educate donors on continuing their 2020 pledges in the 2021 campaign</p>
<p>COLLECTING PLEDGES United Way paper pledge forms</p>	<p>COLLECTING PLEDGES Online pledging website customized for your company</p>	<p>COLLECTING PLEDGES New employees, first-time givers, those wishing to change their pledge or those wishing to give through cash/check/credit card can give through a digital or paper pledge form</p>