

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

KICKOFF EVENT

In-person event

SPECIAL EVENTS

Bake Sales, 5Ks, Golf Tournaments, etc.

VOLUNTEER OPPORTUNITIES

In-Person Group Activities

GENERATING EXCITEMENT

Bringing in outside speakers to share impact of donations.

COLLECTING PLEDGES

United Way paper pledge forms

VIRTUAL/E-PLEDGE CAMPAIGN

KICKOFF EVENT

Virtual via web conferencing

SPECIAL EVENTS

Online auctions and raffles, peer-to-peer fundraising via social media, etc.

VOLUNTEER OPPORTUNITIES

Virtual volunteering and donation drives

GENERATING EXCITEMENT

Conference in speakers or show videos

COLLECTING PLEDGES

Online pledging through website customized for your company

ROLLOVER CAMPAIGN

KICKOFF EVENT

Virtual via web conferencing

SPECIAL EVENTS

Online auctions and raffles, etc.

VOLUNTEER OPPORTUNITIES

Virtual volunteering and donation drives.

GENERATING EXCITEMENT

Educate donors on continuing their 2019 pledges in the 2020 campaign. Action only needed for those who wish to change their pledge

COLLECTING PLEDGES

New employees, first-time givers, those wishing to change their pledge, or anyone wishing to give cash, check, or credit card gifts can give through the e-pledge portal or paper pledge form

Heart of Arkansas
United Way

