

THE WORLD HAS CHANGED OUR NEEDS HAVE NOT GIVE NOW



Campaign kick-off ideas

Campaigning for a stronger Miami will look a little differently this year. With so many employees working remotely, you'll need to get creative when kicking off your United Way campaign.

During these unprecedented times, virtual events are the easiest way to engage while ensuring everyone stays socially distanced and safe. Kickoff events can range from a special Zoom meal with activities, raffles and prizes to all-day virtual networking events packed with games and contests. As long as your employees are enjoying themselves and learning about the work of United Way, it is sure to be a success!

- If possible, kick off your campaign at a virtual all-staff meeting that is already on the calendar—this saves employees from having to make a special effort to attend an extra meeting or rearrange their schedules
- Employ fun ideas or a theme to motivate your employees. Themes range from a day filled with prizes to trivia. The ideas are endless. HAVE FUN!
- Incorporate your theme in materials, activities and events
- Make sure your CEO and top management are present and engaged
- Have a virtual leadership giving meeting among your senior management and top executives before your kickoff—this allows you to secure gifts from the top before asking employees to give—a great motivational tool for a kickoff event
- Develop unique virtual kickoff activities—the more interactive your activities are, the more likely even those working remotely will participate
- Be sure to invite a United Way representative to your virtual kickoff. They can:
 - Show campaign video
 - Schedule a virtual testimonial speaker
 - Present United Way's work and impact and invite everyone to participate
- Have a United Way representative facilitate an interactive simulation for employees that illustrates the challenges that many of our neighbors face making ends meet and how United Way is addressing and improving these areas