



DIGITAL PLAYBOOK

2020 CAMPAIGN

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UNITEDINHOPE



STEPS TO A SUCCESSFUL CAMPAIGN

Thanks so much for taking the role as the Employee Campaign Coordinator (ECC.) Not only are you providing a tremendous service to your company or organization, your efforts will also make a difference, improving lives and building stronger communities.

We've created this guide to help you implement a virtual campaign. These steps are designed to help you create a successful campaign. The United Way campaign team is also available to help you access tools and discuss the ideas in this guide. Contact us at campaign@tauw.org.

PREPARE

First step is to set campaign dates. Allow plenty of time to create strategic messaging and to get your pledge cards or ePledge portal set up. If you don't currently have online pledging and are interested, please contact us at datamanager@tauw.org.

Assemble a campaign team to help distribute campaign messaging across each department or team. A good ratio is one campaign team member per every 25 employees.

Set a campaign goal that your campaign team and employees can rally behind. Your TAUW staff can help.

Set key points for distributing company-wide messaging, such as announcing the campaign, kickoff, mid-campaign, final push and thank you.

EXECUTE

Use your planned messaging to launch the campaign. Consider using video messages from your organization's

leadership to encourage donating. Send messaging throughout the campaign on a company-wide level. See below for sample emails and timeline.

Run team challenges to encourage participation. Example: The team or business unit with the highest participation wins lunch delivered to their home or gift cards.

Utilize the campaign team members to keep the campaign top of mind on team conference calls or personal ask emails. Conduct regular calls with the team leads to discuss strategies and needs for their team.

MEETING INFO

Host a virtual education session (or use part of a team meeting) about the United Way. The staff is available and can ask a speaker from one of the partner agencies to join virtually. We also have several video options to choose.

WRAP UP

Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and send your donor lists and totals to pledgeprocessing@tauw.org or go online and complete the campaign report at www.tauw.org/campaignHQ

Consider sending a thank you note to the entire company and a group of donors.

Thank your campaign team. Celebrate your results!



MAKE IT SOCIAL

S

SHORT AND SWEET

Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

O

OVERALL GOALS

Clearly state your goals – dollars raised, number of participants, average donation.

C

COMMUNICATE

A picture is worth a thousand words! Use photos or videos when possible in your communication and storytelling. This helps connect people to the mission. Check out www.tauw.org/campaignHQ for our selection.

I

IMPACT

Provide impact statements – what does my donation do at various levels? See page 17 for impact statements you can distribute in an email.

A

ACCELERATE SUCCESS WITH GAMES

Daily prizes, trivia, raffles, etc. are a great way to keep people connected. Consider having individual prizes for those teams who reach their goals.

L

LIVE UPDATES ON GOAL PROGRESSION

Celebrate your wins! Keep momentum going by celebrating wins and keeping the progress of the campaign at the top of all communication.

BEST PRACTICES

KICKOFF

Invite employees to a virtual kickoff or record a video from a senior executive to distribute electronically to all employees. United Way and partner agency speakers are also available to join virtual kickoffs to share the impact of gifts made to Tulsa Area United Way.

UTILIZE AVAILABLE RESOURCES

The ECC guide and more are available online at www.tauw.org/CampaignHQ. These documents include sample email messaging, video links, pdfs of collateral materials and more.

Your United Way Account Manager can guide you through all steps of running a digital campaign as well as help you set goals, train your team and more. See page 19 for virtual campaign ideas.

Need something that is not available in the online tool kit? Ask your Account Manager! [Find who supports your campaign here.](#)

COMMUNICATIONS

Consolidate and coordinate outgoing communications to avoid overwhelming employees

Promote any corporate match, corporate gifts or other incentives to increase contributions.

Have your Campaign Committee make individuals asks of their team. If possible, this is always done best face-to-face or video-to-video. Consider phone calls instead of emails to facilitate interpersonal communication.

INCENTIVES

Popular incentives and prizes include a day off with pay, rewards, or raffles for unique experiences.

Consider using their completed pledge forms as entrance into the raffle, rather than an additional cost for a ticket.

EVENTS

To meet the needs of our community and prioritize safety, TAUW is hosting several Days of Caring. Visit www.tauw.org/DayOfCaring for more information.

The full list of volunteer opportunities available can be found at www.tauw.org/volunteer

Find opportunities to create virtual events: host a virtual kickoff for employees to hear from company and campaign leadership, have a virtual silent auction with prizes like gift cards, have a virtual day of impact, or host a virtual bingo game.

Check with your leadership team and review your company's policies on gatherings. If possible, consider having in person events once the campaign has launched to promote donation options and have a little fun.

AFFINITY GROUPS

United Way Affinity Groups are a way for employees to extend their impact and deepen their engagement with TAUW. Based on their giving level and personal interests, employees can join the following Affinity Groups and take part in meaningful, year-round events, volunteer opportunities and engagement.

- Emerging Leaders Society (\$250+)
- Women United (250+)
- Alexis de Tocqueville Society (\$10,000+)

To learn more about our Affinity Groups visit www.tauw.org.

RECOGNITION AND THANKS

Send thank you e-cards from your CEO, Campaign Chair, Campaign Co-Chair, Campaign Coordinator, or other team members.

Send personal thank you notes to each of your campaign committee members.

Highlight givers of a certain level on a team call or monthly e-newsletter.

If possible, host an event or have a special thank you for donors who give at a certain level.

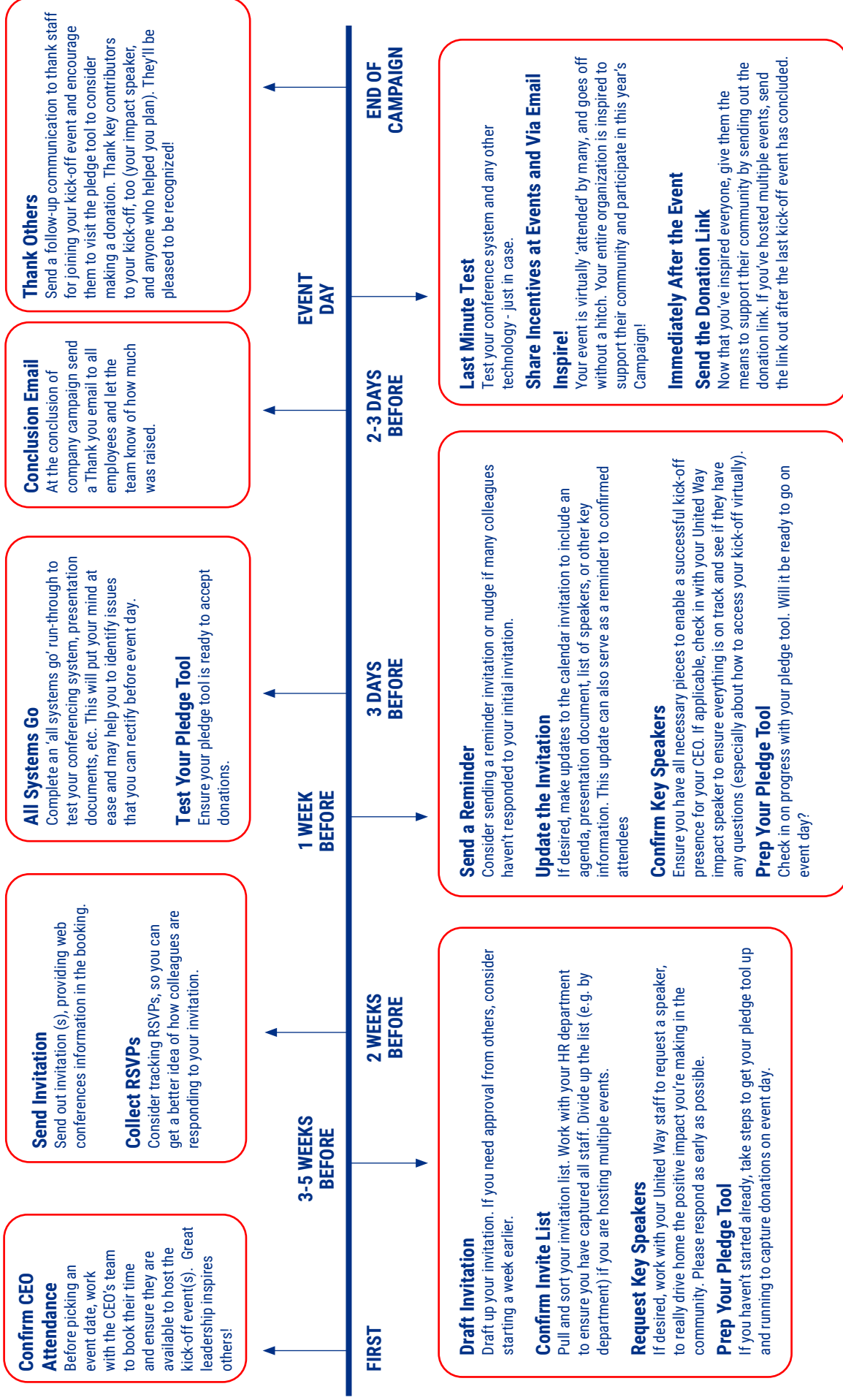
Publicize results and reiterate the impact of gifts via your company newsletter, email or intranet.

Finalize campaign results. Submit payroll deduction information to your HR or payroll processing department and send your donor lists and totals to pledgeprocessing@tauw.org or go online and complete the campaign report at www.tauw.org/campaignHQ



Tulsa Area United Way

Virtual Kick-Off Planning Schedule



FREQUENTLY ASKED QUESTIONS

Q: HOW LONG SHOULD OUR VIRTUAL WORKPLACE CAMPAIGN RUN?

A: Depending on the size of your organization, the average campaign runs for one or two weeks. Longer campaigns often take up additional time and resources for both the campaign coordinator and employees. One to two weeks is sufficient to kick off your campaign, get the message out effectively, and make your ask without overburdening staff. An exception could be if you are the campaign coordinator at a very large or multi-site company.

Q: HOW CAN WE COLLECT DONATIONS ONLINE?

A: Tulsa Area United Way offers a free online giving platform to collect your employee donations. This platform offers various levels of customization depending on your company's size and needs and can collect payroll deduction, credit card, and e-checks gifts. For more information, or a demonstration of the site, contact your United Way Account Manager or e-mail datamanager@tauw.org.

Q: ARE DONATIONS TO UNITED WAY TAX DEDUCTIBLE?

A: Yes. For additional information, please visit www.TAUW.org.

Q: WHEN SHOULD OUR GIVING CAMPAIGN RUN?

A: Most campaigns take place sometime between July and November, but they can happen at a time best suited for your organization.

Q: WHEN DOES PAYROLL DEDUCTION START?

A: Payroll deduction usually runs from January 1 – December 31. However, United Way does not set your payroll schedule; it is a company's decision. Also, just a reminder that these are pledges only, employees are not liable to pay them if they leave their job for any reason.

Q: IF I NEED SERVICES, WHERE CAN I GET HELP?

A: Tulsa Area United Way helps fund an information and referral service called 2-1-1 HelpLine. Simply dial 211 or view a list of Tulsa Area United Way partner agencies at www.tauw.org/partneragencies

THANK YOU

Thank you in advance for your efforts! By agreeing to lead your company's workplace campaign, you join a passionate group of change-seekers creating lasting change in the Tulsa area.

You are a frontline volunteer who raises awareness about the vital role Tulsa Area United Way plays in the community. Together with passionate supporters like you, we're uniting people and resources to improve lives and strengthen communities in the Tulsa area!

We hope this document provides the necessary resources to run your campaign virtually. Please reach out to your United Way Account Manager for additional support and guidance throughout your campaign.

SAMPLE E-MAILS

These sample emails are available to use as-is or tailored for your needs to help generate excitement, provide updates and share information during your Tulsa Area United Way campaign.

Who sends the emails? We recommend they are sent from your Employee Campaign Coordinator (ECC) or a leadership team member.

Pre-Kickoff Email

Purpose: Generate excitement about the campaign by notifying employees of the kickoff

Recommended send time: 2 weeks prior to campaign kickoff

From: [company ECC]

To: [employees]

Subject: Get ready for this year's United Way campaign

Hi team,

We know that this is a very different and difficult time, but you also know that we are a company (and people) that like to help our community. One of the ways we do that is through our United Way campaign. So the method is going to change, no in person events or rallies, but the purpose doesn't change, working together to help by giving to the United Way.

With almost a century of uniting people and resources, Tulsa Area United Way focuses your giving on the three building blocks of a better quality of life: education, financial stability and health/safety. To help strengthen our community, United Way calls on companies like us to step up and help make a change. We hope you join us, United in Hope, to make the Tulsa area a better place to work, live and thrive!

Thank you,

[ECC]

Kickoff Presentation Email

Purpose: Invite employees to the campaign kickoff and provide a sneak peek into the event.

Recommended send time: 3 days before campaign kickoff

From: [company ECC]

To: [employees]

Subject: Three, two, one... kickoff. Join us on [kickoff date]

Hello everyone,

We are officially kicking off our United Way campaign on [date, time] with [event].

Watch this year's campaign video to learn how Tulsa Area United Way helps local people, like us, every day:

www.tauw.org/video

Join us to hear more about the Tulsa Area United Way and how you can improve lives and strengthen our community.

[meeting details]

See you then!

[ECC]

Pledge Email

Purpose: Follow-up after kickoff meeting and notify employees of the campaign goal

Recommended send time: Immediately after kickoff meeting

From: [company leadership team member]

To: [employees]

Subject: Make YOUR impact

This year, we are aiming to do everything we can for the community. Our goal is [insert \$ campaign goal]. Your Tulsa Area United Way support helps local people receive job training, senior care, financial literacy, early childhood education, and so much more. [donate link]

We encourage you to help as much as possible. Everything helps, so make a gift to Tulsa Area United Way today. Stay tuned for upcoming virtual events and volunteer opportunities.

Unable to attend the virtual kickoff? Watch the recording here [link recording].

Thank you for supporting Tulsa Area United Way!

[Leadership team member]

Make a Difference Email

Purpose: Demonstrate to employees how their donations are making a difference

Recommended Send time: 3 days after kick-off meeting

From: [company ECC or leadership team member]

To: [employees]

Subject: Hope for a better tomorrow

When doctors told Regina that her 9-month old baby would never be able to hear, Regina didn't know what the future would hold for her first-born daughter. Thankfully, Regina was referred to TSHA, a United Way agency that provided guidance and resources so mom and daughter could have a loving, communicative relationship.

View their story at www.tauw.org/video to learn how your donations are making a difference and keeping us United in Hope.

[Leadership team member]

Your Donations at Work Email

Purpose: Show what outcomes were made possible through employee giving

Recommended Send time: Halfway through campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: This is why we give

Research shows that helping others can make us happy! By giving to Tulsa Area United Way, you are helping people in your community by providing:

- Food handler licenses for Women in Recovery participants so they can earn a living
- Transportation home for under-served youth from after-school enrichment activities
- Proper IDs for people where lack of identification is a barrier to employment
- Crisis intervention following a tragedy at school
- Prescriptions for people in addiction recovery
- Clothing for survivors of sexual assault

Please consider making a donation at the link below. Our collective giving empowers us to help tens of thousands of our friends and neighbors every day.

[Leadership team member]

Prior to Campaign Conclusion

Purpose: Check in with employees, provide updates on campaign progress and notify about campaign conclusion

Recommended send time: A couple days before campaign concludes.

From: [company leadership team member]

To: [employees]

Subject: Let's strengthen our community, together

We are making great progress toward our United Way campaign goal! In fact, we are [insert x%] of the way to our goal, but we need your help.

There is still time for you to help make an impact on our community. Your generosity provides child abuse response, free tutoring for adults and children, basic needs to seniors, and much more.

Make your pledge today to build a stronger, healthier Tulsa area.

Thank you to our team members who already made their pledges. Your continued support and devotion to our neighbors in the community does not go unnoticed!

We're almost to the finish line. Help us cross it!

Thank you email

Purpose: Thank donors for their time and contributions, share how their impact helps the community and make them feel proud of all they accomplished

Recommended send time: Conclusion of campaign

From: [company ECC or leadership team member]

To: [employees]

Subject: We couldn't have done it without you

Thanks to all of your support, we raised more than [insert \$ amount raised] for this year's Tulsa Area United Way campaign. We rallied together to meet a common goal, and that goal is not just about a number – it's about helping people in our community at a time when so much is uncertain.

This is a testament to your generosity and dedication to tackling the Tulsa area's most pressing needs. Thank you for taking the time to learn about Tulsa Area United Way and its importance in our community.

Your gifts to United Way will strengthen and improve the lives of thousands.

Thank you for Living United.

[Watch Thank You Video](#)

[ECC or Leadership team member]

SOCIAL MEDIA

Thank you for participating in the Tulsa Area United Way annual campaign. This toolkit is a resource to help you share your support for our community and partnership with Tulsa Area United Way. Within the document, we share social media best practices, sample social media posts, suggested posts, and recommended hashtags. Feel free to use this material as-is or customize to fit your brand.

If you have any questions, please reach out to Lauren Zeligson at lzeligson@tauw.org

TELL YOUR STORY!

Social media is an essential tool for organizations and a great way to engage both clients and potential clients. Here are some general social media best practices to keep in mind as you post about your TAUW campaign.

- You are supporting your community in an exceptional way. Help your followers recognize this and talk about the good things you are doing for your employees and the community.
- Tie your United Way support with an important part of your business. Focus on why you chose to be a United Way partner and how it makes the community better. More and more consumers prefer to do business with socially responsible companies.
- Use this as an opportunity to talk about a specific project or initiative that you implemented and how it is benefiting your employees and/or the community.
- Include images, photos, and videos when possible. Social media platforms prioritize posts containing images, providing more exposure.
- Consider posting at least weekly on your social media platforms. If someone responds to one of your posts, it is a good idea to respond and engage with them.

HASHTAGS

Hashtags help people easily follow topics and increase social media engagement. We encourage you to use the following hashtags at the end of your posts when talking about your 2020 campaign.

#LiveUnited #BetterTogether #UnitedinHope

Don't forget to follow us:



Facebook.com/TulsaAreaUnitedWay



[@TulsaUnitedWay](https://twitter.com/TulsaUnitedWay)



instagram.com/UnitedWayTulsa






[Tulsa Area United Way](https://www.linkedin.com/company/TulsaAreaUnitedWay)

SOCIAL MEDIA

Maximize your campaign's impact on the community by sharing your story on social media and encouraging your employees to do the same.

With our social media tips, you can:

-  **Reach** company stakeholders and share your company's community impact
-  **Engage** employees with United Way campaign messaging to increase participation
-  **Highlight** your United Way campaign to drive interest internally and externally

Your Company's Commitment to Community. Your company is helping to solve critical community issues by supporting the United Way campaign. Get company stakeholders involved and highlight the community organizations you support.

Facebook and Instagram

- Post the aftermath of successful events and volunteer opportunities through videos and photos
Tip: give a shout out to the local nonprofits and individuals that made it happen
- Highlight your company's leaders and their involvement
Tip : consider getting a quote about why they love to support United Way
- Employee highlights or #whygive story

Twitter: Twitter is a great way to engage in conversation with community friends. A great way to spark conversation is to:

- Repurpose pictures across Twitter and share the success in 140 characters or less
- Keep on quoting: get your CEO, other company leaders and engaged employees to share their favorite part of the campaign
- Talk about the impact of volunteer opportunities
- Share a quick clip from an event and tag the employee, agency or volunteer organization featured

LinkedIn:

- Repurpose blog posts Think about: your company's volunteer efforts, leadership highlights, employee



SOCIAL MEDIA

We have raised **[DOLLAR AMOUNT]** in our 2020 @TulsaAreaUnitedWay campaign! Thank you to all our team members who give back to our community. Together we #LiveUnited #BetterTogether #UnitedinHope

We ♥ **Tulsa Area United Way (tag us)** and that's why we work to make it better for everyone. This week, we kick off our 2020 campaign! #LiveUnited #BetterTogether #UnitedinHope

This week, we support **Tulsa Area United Way (tag us)** with our 2020 campaign. It takes all of us giving what we can to solve the challenges our community faces. Together we #LiveUnited #BetterTogether #UnitedinHope

We proudly support **Tulsa Area United Way (tag us)** for the health, education, and financial stability of all Tulsans. #LiveUnited #BetterTogether #UnitedinHope

UNITED IN HOPE

**WE LIFT UP OUR
COMMUNITY**



UNITED IN HOPE

**Ensuring families have
access to food**



UNITED IN HOPE

**Helping families achieve
financial stability**



UNITED IN HOPE

**Guiding youth toward
education and careers**



SOCIAL MEDIA

We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why **(Insert Company)** partners with **Tulsa Area United Way (tag us)** to build a stronger community. #LiveUnited #BetterTogether #UnitedinHope

(Insert Company) employees support **Tulsa Area United Way (tag us)** in working toward a better community. Like no one else, United Way responds to the distinct needs of our community and together we have the power to make communities stronger. Learn more about United Way at www.tauw.org #LiveUnited #BetterTogether #UnitedinHope

UNITED IN HOPE

Providing legal services to help families avoid homelessness



UNITED IN HOPE

Providing sign language interpreters for deaf patients at emergency rooms



UNITED IN HOPE

Providing medical visits for low-income patients



UNITED IN HOPE

We are Tulsa. United in Hope.



SOCIAL MEDIA

UNITED IN HOPE

Lifting up our
community



We work hard so every student will graduate and succeed (**OR INSERT OTHER CAUSE YOU CARE ABOUT**). What do you fight for? #LiveUnited #BetterTogether #UnitedinHope

What do you want for our community? Join us at #LiveUnited #BetterTogether #UnitedinHope

Want to know what **Tulsa Area United Way (tag us)** does? Find out all the ways that they are working together to make an impact for our community #LiveUnited #BetterTogether #UnitedinHope

Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support the **Tulsa Area United Way (tag us)**. Learn more about United Way at www.tauw.org #LiveUnited #BetterTogether #UnitedinHope

UNITED IN HOPE

Ensuring families have
access to food



UNITED IN HOPE

Helping families achieve
financial stability



Together we can make change happen! With **Tulsa Area United Way (tag us)**, we are tackling our greatest challenges in the areas of basic needs, education, financial stability and health. #LiveUnited #BetterTogether #UnitedinHope

UNITED IN HOPE

Guiding youth toward
education and careers



SOCIAL MEDIA

UNITED IN HOPE

Providing legal services to help families avoid homelessness



We have raised **[DOLLAR AMOUNT]** in our 2020 @TulsaAreaUnitedWay campaign! Thank you to all our team members who give back to our community. Together we #LiveUnited #BetterTogether #UnitedinHope

We ♥ **@TulsaAreaUnitedWay** and that's why we work to make it better for everyone. This week, we kick off our 2020 campaign! #LiveUnited #BetterTogether #UnitedinHope

UNITED IN HOPE

Providing sign language interpreters for deaf patients at emergency rooms



This week, we support **@TulsaAreaUnitedWay** with our 2020 campaign. It takes all of us giving what we can to solve the challenges our community faces. Together we #LiveUnited #BetterTogether #UnitedinHope

We proudly support **@TulsaAreaUnitedWay** for the health, education, and financial stability of all Tulsans. #LiveUnited #BetterTogether #UnitedinHope

UNITED IN HOPE

Providing medical visits for low-income patients



UNITED IN HOPE

We are Tulsa.
United in Hope.



To download these social media graphics, visit www.tauw.org/campaignHQ

WHAT A DOLLAR BUYS

To you it's
just \$5 a paycheck*
but for some it's...

LIVE UNITED®

Transportation Home for 7 under-served youth from after-school enrichment activities
Youth at Heart

Prescriptions for 5 people in addiction recovery
12&12, Inc.

15 Food Packs for homeless youth
Youth Services of Tulsa

Clothing for a survivor of sexual assault
Domestic Violence Intervention Services

Connect 10 Families to resources to recover from emergencies and disasters
Community Service Council of Greater Tulsa

12 Books for one child
Reading Partners



Tulsa Area United Way

Because of You
**DERRICK HAS SUPPORT
HE CAN COUNT ON**

WHAT A DOLLAR BUYS

just \$25 a paycheck*...

Academic Preparation for 3 English Language Learners
YWCA Tulsa

Utility Assistance for 5 families in crisis
Caring Community Friends, Inc.

NIMS Certification for 6 low-income individuals training as CNC machinists
New Workforce Directions, Inc.

Crisis Intervention following a tragedy at school
Tristesse Grief Center

just \$50 a paycheck*...

Food Handler Licenses for 15 Women in Recovery participants to earn a living
Family & Children's Services

Mentors for 5 students for one year
Street School

24 Tests rapid HIV or Hepatitis C tests
Tulsa CARES

Proper IDs for 24 people where lack of identification is a barrier to employment
Sand Springs Community Services

PLEASE PLEDGE TODAY

   | 918-583-7171 | TAUW.ORG



VIRTUAL EVENT IDEAS

BREAKING THE CYCLE: VIRTUAL POVERTY SIMULATION WITH DEBRIEF

Digital interactive experience that aims to educate participants on the impact of poverty and the role they can play in addressing it.

STAFF SUPERLATIVES- AN ONLINE VOTING CONTEST

Host a virtual contest where every dollar donated is a "vote" to select a winner. It's great if you can tie to your theme/campaign, for instance, "the cutest kitten" or "best nature photography". But you can feature your employees, staff, or supporters with ideas like "best dressed," "best joke," or "funniest dance move." or "best piece of art."

A VIRTUAL CHARITY RUN/ SUBSTITUTE ANOTHER ACTIVITY (YOGA, CRAFTS, MEDITATION, JUMP ROPE, OR CYCLING)

"Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of miles or a number of consecutive days, whether by themselves outdoors, with their family or their dog, or on a treadmill at home."

VIRTUAL SCAVENGER HUNT

"Identify a number of United Way trivia points that can be located on shared United Way material, the United Way website, or on the United Way brochure.

STREAM A VIDEO GAME TOURNAMENT

Pick a video game that you and your supporters can play online together and host a tournament to raise money for your cause. Users can pay an upfront cost to enter the tournament and then you set up a randomized bracket-style tournament to crown your champion. Then, to help spread awareness, stream the entire tournament on Twitch so people can tune in to catch all of the action in real-time!

VIRTUAL DRIP BALLOON POP

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what they've won.

VIRTUAL LEADERSHIP GIVING OLYMPICS

Employees form teams and are charged an entry fee to participate. Teams compete in different events (office chair relays, company trivia, archery (with rubber bands), finger

skating (typing), coffee cup relay, etc.), spaced over several days or all at once. The winning team takes home the "gold medal" and office bragging rights

VIRTUAL JEOPARDY, TRIVIA, BINGO

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

ONLINE LEARNING ACTIVITIES

Cook like a chef, flower decorating, and 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)

ONLINE POP-UP SHOP

Shop could sell custom shirts, jackets, sweatshirts, and masks with a portion of the proceeds benefiting Tulsa Area United Way.

BINGO IN DAILY COMMUNICATIONS

Sell online bingo cards, clue in daily communications.

ONLINE AUCTION

VIRTUAL COOKING CLASS

Cooking class with a 'celebrity chef'. Companies can provide an ingredient list ahead of time so items can be purchased. Partner with local farmers and curate special ingredient boxes that can be distributed beforehand.

HOST DRIVE-IN MOVIE

SELL PORCH PORTRAITS

Photographer comes to your home and takes photos on your doorstep. Sell packages of portraits to benefit Tulsa Area United Way.