

**WHEN NONE ARE IGNORED,
ALL WILL THRIVE.**



**United Way of the
National Capital Area**



Running a Virtual Campaign Kick-off

As you begin your United Way NCA workplace campaign, a virtual kick-off has many benefits.

Ready, Set, Go! A virtual kick-off clearly marks the start of your United Way NCA effort, creating a sense of urgency and a timeline for colleagues. Campaigns with kick-off events have proven to raise more dollars in support of our community!

Inspiration The kick-off provides employees with an opportunity to hear about the impact of their donations and be inspired, so they can make an informed decision about giving.

Team Building This is a great chance to bring employees together in a common cause of caring to build morale, which is especially important in a time of social distancing and virtual offices.

Stage Setting It demonstrates the passion your organization, your senior management team and your colleagues have for the campaign and for supporting our community.

Your United Way NCA staff partner is here to support you and can help you plan and customize your kick-off event. We have created tools and resources to support you in hosting your kick-off virtually. Please contact Lavette Sims at lsims@uwnca.org and 202-488-2113 for more information.

Key Considerations and Planning

Helpful Hint:
Reference the Virtual Kick-Off Planning Schedule for a five-week timeline that can help you get things rolling.

Technology Platform

Confirm the online web conferencing platform that is approved by your workplace and learn about the platform's functionality so your United Way NCA staff partner can help you build your kick-off agenda and activities on the platform. If you cannot host your kick-off on your own technology platform, speak to your United Way NCA staff partner.

Senior Management Support

Support from your executive team is critical to showing your organization is behind the campaign. Book their time so they can participate in your virtual kick-off, or see if there may be existing meetings you can piggyback on. See Appendix B for suggested talking points and presentation content that your senior management team can personalize.

Consider your Audience

For best results, we recommend a kick-off event is scheduled for no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kick-offs (e.g. by department) throughout the day or across a few days. While there is no ideal, you want to strike a balance between being able to reach all your employees and helping people be comfortable enough to ask questions and interact.

Determine the Meeting Host and Other Company Speakers

It is best if the Employee Campaign Chair (ECC) acts as facilitator to ensure your kick-off sticks to the agenda. If the ECC needs support, your United Way NCA staff partner can act as co-host. Invite your CEO or other executive(s) to take part and speak, too, as their leadership can inspire others and demonstrate support of United Way NCA from the top down.

Make it Interactive

Engage your colleagues during the kick-off. Consider interactive activities like online polls or quizzes to keep their attention. Your United Way NCA staff partner can help you build this activity, and we offer virtual events like Poverty Simulations, Jeopardy and Coffee & Conversations.

Raise Awareness about Impact

United Way NCA has speakers that can join your virtual meeting and online awareness activities like our Poverty Simulations and campaign videos that can help share the impact of donations and inspire people to give. Your United Way NCA staff partner can help you select the best awareness-building activities for your agenda.

Set Clear Action Steps

Let people know how they can donate and/or how they can get involved in the campaign. We recommend sending your donation link immediately following your kick-off event, so people can take action while they're feeling inspired.

Need a UW Speaker for your event?
Please contact your UW staff partner and submit your booking request at least 10 business days prior to your event.

APPENDIX A

Recommended Agenda

We welcome you to make use of the following template agenda as you plan your event.

Virtual meeting login in details: [include details here]

Opening – 5 mins.

Time: XXX am/pm
CEO/ECC/Sr. Leaders

- Welcome
- Value of United Way NCA & Company partnership
- Importance of United Way NCA now
- Encourage all to get involved with campaign activities
- Interactive poll or quiz to get people engaged

United Way NCA Awareness activity – 7-12 mins.

Facilitated by United Way
NCA

Activity examples:

- Poverty Simulation or Jeopardy
- United Way NCA & Company quiz
- Group whiteboard sharing (e.g. “Why I care about community.”, “Which #UNIGNORABLE issue resonates with me?”)
- United Way NCA videos
- Guest speaker from United Way NCA

Closing remarks – 5 mins.

CEO/ECC/Sr. Management

CEO/ECC to thank participants and reiterate importance of United Way NCA

- Call to action/donate now
- Share company fundraising/participation goals
- How to give
- Instructions on next steps – donation link to come, who to contact with questions, etc.

Key Points for Speakers

The below can be customized/personalized to meet the needs of the speaker(s) at your virtual kick-off.

Opening remarks

Introduction

- Welcome attendees, and thank them for joining the call
- My Name is.....
- Before we begin, I would like to welcome two very important guests who are with us this morning (introduce United Way NCA and United Way NCA speaker).
- As many of you know, I am a strong believer of United Way of the National Capital Area's work and I am proud to be a part of <COMPANY'S> United Way NCA Campaign.
- We all know that inequity is hurting our community and undercutting what we stand for. This is even more evident now during this very challenging time of COVID-19 - our most vulnerable community members are even more at risk.
- We have seen demand for community services skyrocket since the beginning of the crisis here at home. The need for access to health, education and economic opportunity has increased significantly due to this pandemic.
- And that need will continue to climb as we help people get back to work and settle into a new normal for our community.
- What inspires me is that as a nation, we have all pulled together and looked to how we can help during this pandemic. Everyone is stepping up and doing what they can to help to ensure no one falls through the cracks.
- But we have to look to the future, and what our role will be in our long-term community recovery. These issues we have seen in the last few months (food access, senior's isolation, job security), they are not new and will continue to need to be addressed long after we settle into our new normal.
- That is why we partner with United Way of the National Capital Area; they have been on the front lines to address inequities in our community long before the pandemic. They provide a vital continuum of care for people and families who need support.
- I want to take a moment to recognize and thank each and every one of you in this room for stepping up to support United Way NCA every year. Our collective commitment demonstrates <COMPANY'S> leadership in communities across the nation, raising over X\$ for United Way NCA.
KEY POINT ABOUT LAST YEAR'S CAMPAIGN (your United Way NCA Staff Partner can help provide some information if needed)
- IF THE SPEAKER HAS A PERSONAL STORY ABOUT UNITED WAY NCA OR SOMETHING THEY HAVE EXPERIENCED, ADD HERE
- Thank you again for your personal leadership and generous support of United Way NCA. (Introduce next section of presentation.)



Closing Remarks

- Thank you, < GUEST SPEAKER>, for joining us today and speaking. United Way NCA plays such an important role in our community, investing in equity for the health, education and economic opportunity of the National Capital Area. When none are ignored, all will thrive.
- Our annual United Way NCA campaign starts on <DATE>. We have an amazing team that has worked hard to make this year's campaign even better. Thank you, <CAMPAIGN VOLUNTEERS> for your leadership in the campaign.
- <By now, a donation link should be in your inbox. I encourage you to make a gift now. Let's demonstrate our commitment to our staff before we officially launch the campaign on DATE.> ***Optional if there is a multiple kick-off situation and you send out link early***
- Our organization's donations to United Way NCA are part of how we are building a stronger community and creating legacy across our communities.
- Thanks everyone.

Virtual Kick-Off Planning Schedule

