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**UNITED IN HOPE**
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!
SHORT AND SWEET
Digital campaigns are best when kept to 2 weeks or less. The longer the time, the less momentum.

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

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.

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

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.

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
Virtual Kick-Off Planning Schedule

**Confirm CEO Attendance**
Before picking an event date, work with the CEO’s team to book their time and ensure they are available to host the kick-off event(s). Great leadership inspires others!

**Send Invitation**
Send out invitation(s), providing web conferences information in the booking.

**Collect RSVPs**
Consider tracking RSVPs, so you can get a better idea of how colleagues are responding to your invitation.

**All Systems Go**
Complete an ‘all systems go’ run-through to test your conferencing system, presentation documents, etc. This will put your mind at ease and may help you to identify issues that you can rectify before event day.

**Test Your Pledge Tool**
Ensure your pledge tool is ready to accept donations.

**Confirm Speakers**
Contact agency speaker and Tulsa Area United Way speaker if they are included in your kickoff.

**Send a Reminder**
Consider sending a reminder invitation email that includes the calendar invite if many colleagues haven’t responded to your initial invitation.

**Update the Invitation**
If desired, make updates to the calendar invitation to include an agenda, presentation document, list of speakers, or other key information. This update can also serve as a reminder to confirmed attendees

**Confirm Key Speakers**
Ensure you have all necessary pieces to enable a successful kick-off presence for your CEO. If applicable, check in with your United Way impact speaker to ensure everything is on track and see if they have any questions (especially about how to access your kick-off virtually).

**Prep Your Pledge Tool**
Check in on progress with your pledge tool. Will it be ready to go on event day?

**Last Minute Test**
Test your conference system and any other technology - just in case.

**Share Incentives at Events and Via Email**
Inspire!
Your event is virtually ‘attended’ by many, and goes off without a hitch. Your entire organization is inspired to support their community and participate in this year’s Campaign!

**Immediately After the Event**
Send the Donation Link
Now that you’ve inspired everyone, give them the means to support their community by sending out the donation link. If you’ve hosted multiple events, send the link out after the last kick-off event has concluded.

**Thank Others**
Send a follow-up communication to thank staff for joining your kick-off event and encourage them to visit the pledge tool to consider making a donation. Thank key contributors to your kick-off, too (your agency speaker, and anyone who helped you plan). They’ll be pleased to be recognized!

**Conclusion Email**
At the conclusion of company campaign send a Thank you email to all employees and let the team know of how much was raised.
TIMELINE FOR ONE WEEK CAMPAIGN

**MONDAY** – Kickoff Event with TAUW rep, show campaign video and Agency speaker – Open up pledging and discuss plans for the next. Incentive: if you make your pledge by 2pm today you will be entered into a special gift card drawing.

**TUESDAY** – Event thank you, if unable to attend please watch recorded meeting and new information (video, materials)

**WEDNESDAY** – Email touchpoint (video, materials), don’t forget to make your pledge by Friday, we will be having a drawing for all pledges turned in.

**THURSDAY** – Share where the company is on reaching their campaign goal, final push!

**FRIDAY** – Virtual Event (Pictionary, Trivia, etc.) Recap week and share what was raised by the company, have leadership thank the team for their contributions.
**TIMELINE FOR TWO WEEK CAMPAIGN**

**MONDAY**
- Kickoff Event with TAUW rep, show campaign video and Agency speaker – Open up pledging and discuss plans for the next two weeks. *Incentive: if you make your pledge by 2pm today you will be entered into a special gift card drawing and talk about other incentives for participations and pledging.*

**TUESDAY**
- Event thank you, if unable to attend please watch recorded meeting and new information (video, materials)

**WEDNESDAY**
- Email touchpoint (video, materials)

**THURSDAY**
- We encourage you to take a break from messaging to prevent donor fatigue.

**FRIDAY**
- Virtual Event (Pictionary, Trivia, etc.) Recap week and what to look forward to.

**MONDAY**
- Show video, Email campaign updates (possibly coming from leadership and encouraging everyone to pledge before Friday).

**TUESDAY**
- We encourage you to take a break from messaging to prevent donor fatigue.

**WEDNESDAY**
- Virtual event such as panel discussion with agencies or trivia game at the end with a prize.

**THURSDAY**
- Final push to encourage pledging. Email (video, materials)

**FRIDAY**
- Reminder email in the morning to pledge. End pledging in the afternoon and announce total!
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.

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**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.
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](http://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]
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
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
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
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
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

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
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

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

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...

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

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

Tulsa Area United Way
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.