

CAMPAIGN INNOVATION

The past year has brought many unexpected changes to workplaces throughout our community. Whether your employees are working remotely, taking on additional responsibilities, or operating in a different capacity; it is still possible to complete a successful employee campaign with new ideas and methods of pledging.

- **No-Contact Pledge Options:**

- **“Let it Ride!”** - communicate to employees that rather than have a United Way rally and pledge cards, the company hopes employees can continue their previous gift into next year. Employees would only need to respond if they would not want their gift continued. **This method is highly encouraged for the 2021 campaign.**

- **Online Giving** – a variety of online giving tools for employee campaigns are available, including simple online forms and a secure pledging system.

- **Fillable Digital Pledge Forms** - PDFs of the traditional pledge form can be emailed to all employees.

- **Video Conference Rally** - United Way staff, volunteers, and/or agency representatives can call in via Zoom, Microsoft Teams, or whatever video conferencing technology you prefer for a campaign rally. This option can be customized to fit your preferred amount of time .

- **Email Campaign** - Communicate whatever options your company is offering for employee giving through email. Provide links to videos, options for pledging, and any special events or activities your company is highlighting for the campaign.