



BOOK OF IDEAS | The best virtual HOW TO RUN A CAMPAIGN



United Way
of San Diego County





Costco: Breakroom Donate Kiosk

ARE YOU READY FOR YOUR FIRST VIRTUAL CAMPAIGN?

The Checklist:

- ☐ Met with your United Way of San Diego County Campaign Associate to develop campaign goals and strategies
- ☐ Developed your campaign timelines with event and communication; Send save the dates for each employee activities
- ☐ Recruited and trained a campaign team; Visit our updated campaign toolkit with virtual themes and activities
- ☐ Drafted communication from CEO or exec team announcing kickoff
- ☐ Ensured that every employee received materials like pledge forms and information to have the opportunity to give

Need help with your first virtual campaign? We are happy to guide and provide ideas. Learn more about the five steps for successful virtual campaign – Energize, Inspire, Engage, Ask and Thank - and as your United Way representative I will be available all along the way.

Let's do this!



United Way
of San Diego County

ENGAGE| ALL TEAM MEMBERS

1. Energize

2. Inspire

3. Engage

4. Ask

5. Thank You



Holman Enterprises: Executives Serve You



Eli Lilly & Company: Virtual "Hats Off" HH



Center for Creative Leadership: Halloween Costume Contest & Talent Show

United Way of San Diego County's work is serious, but fundraising should be fun. Themes, activities and incentives are your opportunity to add a little something extra to your virtual campaign. Not only can they raise additional money, but they can be instrumental for team-building and generating a passion for United Way of San Diego County's mission.



KEEP IN MIND!

1. What do you hope to accomplish through the special event?

- Create greater community understanding - Build morale - Increase participation - Raise money - Reward team

2. What resources are available?

- People - Materials - Incentives - Entertainment - Inspiration - Facility - Budget - Communication



ENGAGE | THEMES I

1. Energize

2. Inspire

3. Engage

4. Ask

5. Thank You

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team-building in your organization.



SPIRIT MONTH

Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Dress-Up Day, Company Color Day, Fun Zoom Background Day. Set a time for a virtual call to show off your spirit, and let it show in video meetings throughout the week. Kick-off or finale event challenging departments with UWSDS-themed -trivia, "Are You Smarter than a Fifth Grader?"



VACAY MODE

Reinvent the popular saying, "What happens on Vacation stays on Vacation" to put a fun twist on United Way's message of "What's raised here stays here." Host a Virtual "Staycation" visiting local San Diego community partners throughout the county; themed kickoff with "Spin the digital beach ball" for prizes. Encourage the team to contribute the amount on the "Beach-themed Giving Wall" by offering a company match. If all employees contribute to UWSD, offer an "Out of Office" for every one.



GO THE DISTANCE

At the start of the campaign, hold a kickoff meeting explaining "touchdowns" (accomplishments of previous years), "penalties and receptions" (areas needing improvement), and "huddles" (ideas for the coming campaign). Hold a Virtual tailgate party. Arrange to have the party at the same time as a local softball or baseball game and cheer on your home team. Throughout the campaign, hold sport-themed fundraisers such as a slam dunk/shootout contest, volleyball tournament, football toss, etc. Padres or other local team prizes make great prizes.



ENGAGE| THEMES II

1. Energize

2. Inspire

3. Engage

4. Ask

5. Thank You

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team-building in your organization.



BINGO

Reimagine your grandmother's favorite game. Sell bingo cards for teams once they confirm they have donated. Get local stores to donate prizes for all winners.

... AND MANY MORE!

60s, 70s, 80's | Superheroes | Christmas in September | Lights. Camera. Action! | Chip in for United Way



UNDER CONSTRUCTION

We all need to work together to build a better community. Have hard hats available at your rally. Incorporate volunteering by holding a can structure building contest. Make signs in the colors and shapes of road signs which say "CAUTION: Community-Building at Work"; "STOP Hunger"; "ONE WAY to a Better Community"; "YIELD: Think of Someone Else First." Take pictures of the team and share collage. Build a block with photos and with the theme, "Building a Better Community."



QR CODES

Drive donors directly to donation site or unlock additional UWSD content throughout the campaign. Custom QR codes available upon request.



SCAN ME



United Way
of San Diego County



Eli Lilly & Company: Annual Volunteer Day



Zovio: Ask-Away

ENGAGE| ACTIVITY IDEAS

1. Energize
2. Inspire
3. Engage
4. Ask
5. Thank You

Remember, not every special event has to be elaborate. Activities should be strategically scheduled throughout the campaign to be most successful. Make it easy for team members to participate. Secure the support of upper management. When possible, involve a team in the planning and implementation process. Enjoy:

- Cook-off/ Class •
- Poverty Simulation •
- Staycation/ Field trip •
- Baby Picture Contest •
- Pie-in-the-face
- Sing/Dance/Walk-a-thon •
- Puppy/ Pet Love
- Pumpkin carving contest
- Pictionary •
- Shop San Diego Bake Sale •
- Car racers
- Community Baby Shower
- White Elephant Sale
- Volunteer Together •
- Caravan Can Collection •
- Silent/ Live Auction
- Spin the wheel of fortune •

• = Virtual component



REMEMBER

When planning a special activity or event, please stress that the support for the event is **in addition** to the individual campaign pledge.





O'Reilly Auto Parts: Nitro Night Auction

ENGAGE| INCENTIVE IDEAS

- | |
|--------------|
| 1. Energize |
| 2. Inspire |
| 3. Engage |
| 4. Ask |
| 5. Thank You |

- Pizza Party (home-delivery) •
- Executive for the day •
- Use of company suite at future event
- Decorated car space •
- Gas card
- UW promo items (home-delivery) •
- Corporate match
- Call in well
- Create catchy award that is an honor to receive
- Giving Wall of Fame
- Sleep in late
- Flee at 3
- “Dress-up” Friday

• = Virtual component



COMPANY COUPONS

Incentive templates are available upon request.



SHOP SAN DIEGO | SUPPORT SMALL BUSINESSES

1. Energize

2. Inspire

3. Engage

4. Ask

5. Thank You

Small businesses are being hit the hardest by COVID-19. About 95% of San Diego businesses have fewer than 50 workers, and these businesses employ 45% of our region's workforce. We are shining a light on some of our guilty pleasures and POC-owned eateries that are ready to take your orders. Give them a call to dish out on delicious meals.

Click
for
menu +
reviews



CAFÉ | BAKERY

- Antonio @ [Dia Del Café](#) | 619.538.7067 | North Park
Orders up to 100 | Special: Coffee, Pan, Wedding cookies
- Guillermo @ [Los Pollos Rotisserie & Cuban Bakery](#) | 619.870.1225 | Chula Vista | Special: Papa Rellenas, Cuban sandwiches
- Toran @ [Extraordinary Banana Pudding](#) | 619.642.6274 | La Mesa
Tray orders 1-day advance | Special: Banana pdng tacos or pdng filled cupcakes

RESTAURANT | TAKE OUT

- [Perfect Pizza](#) | 858.524.6568 | San Bernardo ●
Special: \$6 Pizzas
- [Rhythm's Chicken & Waffles](#) | 858.246.6276 | Pacific Beach
Special: Chicken bit sandwich, chicken sunset
- [Qala Peruvian Seafood & Grill](#) | La Jolla
Special: Ceviche, Lomo Saltado, Picarones

... AND MANY MORE!

[Andres Cuban Restaurant](#) | [Blendees](#) | [Gihon Ethiopian Kitchen](#) | [Sabores Colombianos](#)

● = Catering option



SHOP SAN DIEGO

Click to see Google Map List and explore shops near you.

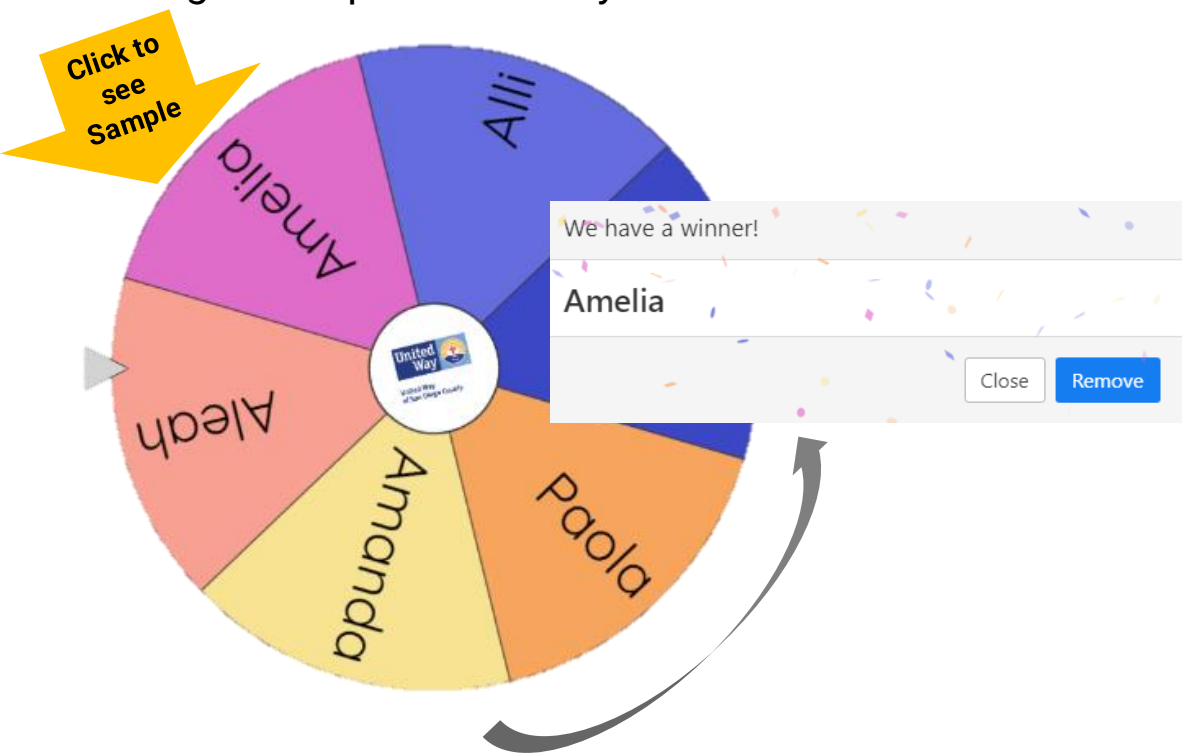


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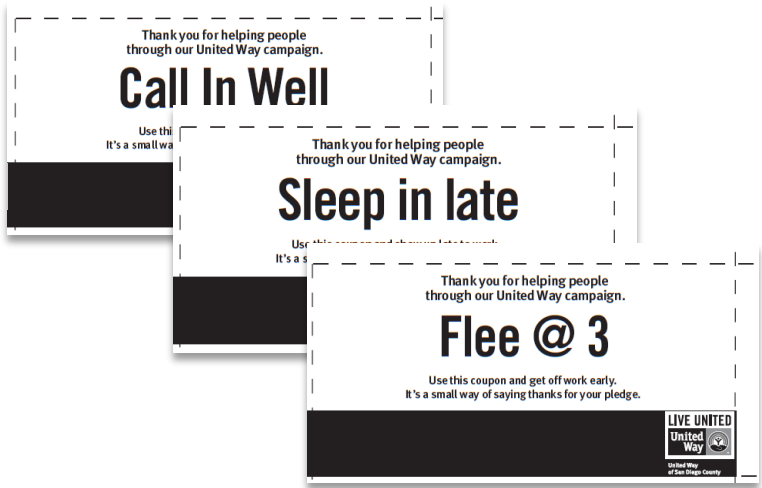
ELEMENT | SPIN THE WHEEL FOR A COUPON

Spin the wheel for a chance to win the coupon of the day for those in attendance at the virtual meeting.

- Spin the UWSD provided wheel with everyone’s names
- Winner announced live
- Digital coupon of the day awarded



Customized Wheel with Employees’ names




Customized Coupons with Company-approved incentives



ELEMENT | ONE-MINUTE MISSION MOMENT

Share the impact of your dollars with one minute timed factoid about the ongoing work.

ONE-MINUTE MISSION MOMENT



Thanks to your donation, UWSD helped families save more than

\$9.2 million

in tax preparation fees that resulted in over

\$47 Million

in federal and state refunds that were brought back to San Diego County



Family Stability:
"Each year, thousands of San Diegans don't take advantage of the IRS tax credits they are eligible for. Many low-income households who think they don't make enough money to file taxes don't realize they're actually eligible for a refund check! And maybe even more: many could qualify for other benefits, which could add to their savings. To improve and impact family stability, United Way of San Diego County aligned 20 community and non-profit partners to implement tax filing and referral services. In partnership with the County of San Diego and the IRS, United Way leads the Earned Income Tax Credit Coalition to support the multiple partners that help low-income taxpayers file returns. In 2019, 54 free tax sites were leveraged by the coalition, bringing over \$47 million in federal and state refunds to the people in the county that need it most. For many families, that money helps make ends meet. They're using it towards rent, they're buying groceries... it's bridging gaps in their budget to help them survive in our community."

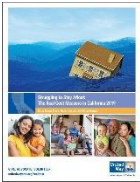
ELEMENT| THE REAL COST MEASURE QUIZ

Did you know?

- More than one in three California households—over 3.8 million families (37%)—**do not earn sufficient income to meet basic needs**
- **6 in 10 Young Children** Live in Struggling Households: 60% of households in California with children aged between 0 and 5 fall below the Real Cost Measure
- Households of all Ethnicities Struggle, but **Rate is Higher for Latino and African Americans**: Over 1.8 million Latino households are estimated to fall below the Real Cost Measure compared to over 1.2 million white households, 524,000 Asian American households, and 269,000 African-American households
- **As Education Increases, Rate of Struggling Households Falls**: Nearly three-fourths of California householders without a high school diploma or equivalent (74%) fall below the Real Cost Measure, compared to those with at least a high school diploma (53%), those with at least some college education (38%), and those with at least a bachelor’s degree (18%)
- **Foreign-Born Householders Have More Trouble** Staying Afloat: Nearly one-third (30%) of California households led by a person born in the United States earn income below the Real Cost Measure. By contrast, 40% of households led by a person born outside the U.S. are below the Real Cost Measure, and that number rises to 62% when the householder is not a citizen.



☒ TAKE THE REAL COST MEASURE QUIZ



EXAMPLE | SPIRIT MONTH



Theme: Spirit Week, use this high school or college throwback for a full month of virtual fun. Below an example with optional elements:

Campaign Week #1

- Campaign kick off email with a message from CEO and executives introducing campaign and the two teams – “Blue” and “Red”
- Activity 1: Breakfast Virtual Kick off– Show off your high school or college spirit – wear your favorite college shirt/ colors/ virtual background with special presentation from UWSD
- *Quiz. [Real Cost Measure](#) to live in San Diego County
- *Coupon: [Spin the Wheel](#) with attendees for UW coupon

Campaign Week #2

- Second email goes out – Factoids #1 and #2
- Activity 2: Present Team Chant or Song-a-thon Virtual
- *Incentive: Pizza Party for the most team attendees in Virtual Presentation
- *Join a cross-department meeting and share **One-Minute Mission Moment**

Campaign Week #3

- Third email goes out – Factoids #3 and #4
- *Activity. Volunteer, Caravan Can Collection
- Incentive: Send one-on-one kudos with UWSD promo items to your first time givers in staff meetings

Campaign Week #4

- Finale/ Wrap Up Activity – Trivia themed “Are You Smarter Than a Fifth Grader?” hosted by UWSD
- *Incentive: Catchy award honoring the team winners; Superlatives funniest shirt; best voice;
- Thank you email with positive results; personal outreach to ambassadors

DYK

Did you know UWSD can
create, execute and
manage your digital
campaign?

See video & ask
about
ePledge 2.0

* Optional elements and
samples Included



United Way
of San Diego County

EXAMPLE | VACAY MODE



Theme: Go on a virtual staycation, play tourist in our own backyard, and encourage getting to know our local community and its needs. Below a campaign example with scalable elements:

Campaign Week #1

- Campaign kick off email with a message from CEO and executives introducing campaign and the two teams – “North” and “South” counties
- Activity 1: “What happens on vacation stays on vacation” Virtual Kick off– Show off how you travel on vacation with fun hats, sunglasses and SD backgrounds and “virtual staycation trip” presentation from UWSD
- *Quiz. [Real Cost Measure](#) to live in San Diego County
- *Coupon: [Spin the Beach Ball](#) with attendees for UW coupon

Campaign Week #2

- Second email goes out – Factoids #1 and #2
- Activity 2: Present Team’s Best San Diego Picture (Sunsets encouraged)
- *Incentive: SD Tacos from a small business for the most team

attendees in Virtual Presentation

- *Join a cross-department meeting and share **One-Minute Mission Moment** in “tour-guide voices”

Campaign Week #3

- Third email goes out – Factoids #3 and #4
- *Activity 3: Bake Sale w/ a small business – See Shop SD [google list](#)
- Incentive: Send one-on-one “hella good” or “hang loose” kudos with UWSD promo items to your first time givers in meetings

Campaign Week #4

- Finale/ Wrap Up Activity – Trivia themed “Can You Pack 100 items in your Carry on? hosted by UWSD
- *Incentive: Catchy award honoring the team winners; Superlatives funniest hats; best packer; best tour guide voice
- Thank you email with positive results; personal outreach to ambassadors

* Optional elements and samples Included



PLUS| BENEFITS OF EPLEDGE CAMPAIGNS

- Quick, accurate, secure pledge processing
 - Minimize or eliminate paper pledge cards and reporting envelopes
 - Convenient and private pledging for employees
 - New employees can be added at any time during the campaign
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- Kickoff/ reminder email messages scheduled & sent automatically
 - Instant email confirmation of pledge sent directly to employee
 - Real-time campaign reporting for Campaign Manager
 - Payroll file provided at end of campaign





BOOK OF IDEAS|

THANK YOU

For any questions, please reach out to Alicia Quinn Kitagawa, United Way of San Diego County Vice President, Strategy and Engagement at alicia.kitagawa@uwsd.org or 858.636.4163



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