EMPLOYEE CAMPAIGN MANAGER’S
VIRTUAL ACTION GUIDE
DEAR EMPLOYEE CAMPAIGN MANAGER,

Thank you for your committed partnership to United Way of Tarrant County. As a global pandemic brings unprecedented challenges to our community, it is the dedicated efforts of individuals like yourself that enable residents to both access vital services and support them at the same time.

Because the health and well-being of our community is a primary concern of United Way of Tarrant County, we are excited to offer you this Virtual Campaign Guide to help transition your campaign to accommodate a remote or “socially distanced” workforce. Your work and the funds you help raise are key to building long-term solutions that enable us to fulfill our mission of solving some of the toughest social issues in Tarrant County, which have only been amplified by the global health crisis.

Your drive, dedication and passion will grow our network of supporters who help us advance our mission to raise the quality of life for everyone in our county. Thank you again for supporting United Way of Tarrant County. Working together we benefit ALL!

Hadley Woerner, President of the Tarrant Region for Frost Bank
2020-2021 United Way of Tarrant County Campaign Chair

Leah M. King, President and Chief Executive Officer
United Way of Tarrant County
Employee Campaign Managers (ECMs), the link between United Way of Tarrant County and the employees of our corporate partners, play a crucial role in the success of Workplace Giving Campaigns. ECMs serve as the point person, who leads internal programs that engage employees, encourage them to give and understand the importance of their donations – to help United Way fulfill its mission of solving Tarrant County’s toughest social challenges.

Serving as an ECM also has professional benefits that allow you to showcase your leadership skills, create deeper connections with your peers and increase your work satisfaction. You also will increase your sense of pride in the community.

In this guide, you will find:
• Step-by-step instructions on planning every aspect of your campaign, from the logistical to the fun.
• Ideas and tips to make your campaign more engaging for all employees.
• Links to additional resources to help you plan and execute a successful campaign.

We hope you use this guide as a go-to resource for your campaign needs. Also, do not hesitate to contact your United Way of Tarrant County representative at any time if you need help.
United Way of Tarrant County has worked to improve the lives of those in our communities since 1922. As a nonprofit leader, we bring together individuals, groups, donors and service providers to help solve some of the toughest social issues affecting Tarrant County. Each year, United Way of Tarrant County helps more than 550,000 people through its resources. United Way of Tarrant County has no fees on donor designations, with 100 percent of the donation going to the selected agency or cause.

**VISION**
Thriving communities, welcoming neighborhoods and a strong economy across Tarrant County.

**MISSION**
Provide leadership and harness resources to solve Tarrant County’s toughest social challenges.

**VALUES**
Integrity
Compassion
Excellence
Transparency
Teamwork

**GUIDING PRINCIPLES**
Our client is the donor.
Our results tell our story.
Our focus is the community.
Our efforts are collaborative.
Our solutions are equitable.

**WORKPLACE GIVING**

**ANNUAL EMPLOYEE CAMPAIGN**
It feels good to be part of the solution. That is why more than 200 companies spread across more than 900 individual worksites in Tarrant County have United Way campaigns every year, accounting for the majority of the funding we invest in the community.

When you hold a United Way campaign at your workplace, you are opening convenient avenues for employees and co-workers to make a difference including donating through payroll deductions, participating in special events and volunteering with one of our partner agencies.
A **virtual fundraising campaign** is an initiative that takes place entirely online and allows your workforce to engage with a United Way of Tarrant County campaign from wherever they are. Instead of gathering together physically, participants gather online, using digital resources, live-streaming, web conferencing, and peer-to-peer fundraising software. If part or all of your workforce is remote, virtual events are a great substitute for in-person activities.
WHY VIRTUAL FUNDRAISING CAMPAIGNS?

With so much uncertainty surrounding the COVID-19 pandemic, partnering with United Way of Tarrant County to host a virtual fundraising campaign provides a safe and more efficient way for employees to make an impact in their local community.

WHAT DOES A VIRTUAL CAMPAIGN ENTAIL?

See the side-by-side comparison below:

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<th>TRADITIONAL CAMPAIGN ACTIVITIES</th>
<th>VIRTUAL CAMPAIGN ALTERNATIVES</th>
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<td>In-person campaign kickoff event</td>
<td>Virtual kickoff event via web conferencing</td>
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<td>Bake sales, golf tournaments, 5Ks, etc.</td>
<td>Online auctions and raffles, peer-to-peer fundraising via social media, etc.</td>
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<td>Physical volunteer events</td>
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<td>Touring United Way of Tarrant County partner agencies</td>
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<td>Bringing in outside speakers to share impact of donations</td>
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<td>Pledge through paper forms</td>
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<td>Lunch &amp; Learn events to educate about United Way of Tarrant County’s impact</td>
<td>Education sessions conducted through web conference</td>
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Our virtual campaign resources offer a dynamic menu of activities to maintain meaningful engagement without the need for public gatherings.

You and your co-workers can give, volunteer, learn and engage alongside local community partners from the safety of your home.
E-PLEDGE ONLINE GIVING PORTAL

E-Pledge allows donors to use their PCs and fill out Web-based forms specifying how much they would like to give, to which agencies and in what manner. E-Pledge-specific campaigns make employee giving more efficient, as well as ease the process for our participating companies by reducing paperwork in the distribution, collection and processing of pledge forms.

Corporate E-Pledge giving portals can be customized to reflect the visual look and feel of your organization. E-Pledge also provides tailored electronic messaging that can be scheduled and disseminated to employees through the site. For companies that have offices in remote areas, E-Pledge can help the company extend its giving campaign to any location and thereby reach more employees.

For Employee Campaign Managers, E-Pledge provides a detailed analysis of the campaign, and automatically sends each contributing employee a personalized confirmation and thank-you e-mail.

MOBILE CAUSE (TEXT-TO-DONATE)

Text-to-donate is an easy way to give at home or on the go. Donors simply text a unique keyword to a 5-digit phone number, and they will receive an instant response with a link to your mobile friendly donation page, allowing them to donate right on their mobile device.

United Way of Tarrant County is here to assist you in setting up your Mobile Cause fundraising campaign. Mobile Cause also provides a platform to host virtual fundraising events to connect with donors, build awareness and empower giving online.
SETTING UP AN E-PLEDGE FUNDRAISING CAMPAIGN

Customizing your United Way E-pledge site to reach different audiences opens a world of opportunity for the success of your campaign.

From including your own company photos, to customizing giving options for each employee, your ideal campaign is within reach.

**STEP 1:** Visit [www.unitedwaytarrant.org/campaigncentral](http://www.unitedwaytarrant.org/campaigncentral)

**STEP 2:** Download and complete the E-pledge order form three weeks prior to the start of your campaign. The form will allow you to choose the options best suited for your needs and preferences and create a formula for a successful virtual fundraising campaign.

**STEP 3:** Your United Way of Tarrant County representative will provide a finalized snapshot of your custom E-pledge site one week prior to launch.

**STEP 4:** Launch your E-pledge site!

SETTING UP A MOBILE CAUSE FUNDRAISING CAMPAIGN

Donors have the option of making a one-time or recurring donation. Mobile Cause also provides a platform to host virtual fundraising events to connect with donors, build awareness and empower giving online.

Your United Way of Tarrant County campaign associate will work closely with you in setting up your Mobile Cause fundraising campaign.
VIRTUAL FUNDRAISING CAMPAIGN RESOURCES

Online Brochure

Pledge Forms

Posters

E-Pledge Corporate Giving Portal

E-Pledge Order Form

UNITED WAY VIDEOS

Videos: www.unitedwaytarrant.org/campaigncentral
Success Stories: www.unitedwaytarrant.org/liveschanged
VIRTUAL FUNDRAISING EVENT IDEAS

1. **DIGITAL HAPPY HOUR**
   Many nonprofits offer a free digital happy hour to support local food and beverage workers displaced by COVID-19. Attendees learn how to make cocktails from home while texting in donations and questions about workers in need.

2. **ONLINE GIFT CARD AUCTION**
   Purchase a gift card from a local restaurant or business to help support them during this crisis.

3. **PAJAMA BALL/GALA**
   Do not cancel your event simply because you cannot meet with supporters in person. Use Facebook and YouTube Live to broadcast your event. Incorporate a live Q&A session so attendees can participate by texting in their questions to guest speakers.

4. **ONLINE AUCTION**
   For your digital venue, you can opt to use auction software or an online marketplace like eBay to host your online auction. Just like with any charity auction, you will need to procure items and experiences that excite your employees and encourage them to place bids. Look for unique items that your employees will not be able to find anywhere else. (sports memorabilia, convenient parking spots, etc.).

   Generate excitement before your event by creating an auction catalog with images and a description of each item or experience and teach registered guests how to place bids to prepare them for the big day. Plus, with dedicated auction software (like OneCause) you can track the progress of your online auctions in real time.

5. **DONATIONS (SPECIFIC TO COVID-19 VICTIMS)**
   If you are in the human services sector, chances are your beneficiaries need your help now more than ever. Your regular services, such as food drives or housing assistance, are essential right now, as many Americans are being furloughed or laid off. Starting a fundraising campaign specific to COVID-19 relief will allow you to appeal to supporters who are likely experiencing their own loss as well.
VIRTUAL RUN/WALK
A virtual run or walk can replace a previously scheduled athletic event. Participants pledge a specific number of miles they plan to run or walk on their own.

ONE-DAY EMAIL FLASH FUNDRAISER / SOCIAL MEDIA SHARING
If your employees respond more positively to social media, try a one-day social media sharing event. Choose a specific cause (Rebuild Tarrant Long-Term Recovery Fund) or a designated donation (Mission United / VITA), and actively send out call-to-action posts. Remember to set a dollar amount goal and periodically post updates throughout the day to let your supporters know how much you have raised and how close you are to your goal.

Encourage donations and sharing through all your social media channels, such as Twitter, Facebook, Instagram, LinkedIn, and Snapchat. Social media is a great place to fundraise, so leverage the power of these platforms.

DONATION MATCHING DRIVE
Build on that one-day email fundraising idea by securing a match from a company or major donor and advertise the match in your email campaign. Donors love to know that their money was leveraged, and with matching gifts, they are essentially giving two gifts for the price of one. In fact, one of the main reasons why Millennials donate is because they know their gift will be matched.

Matching gifts are also a great way to boost donations mid-campaign. If you notice that donations are starting to taper off mid-day, try to introduce a matching gift to keep the excitement and momentum going. You can promote a match through all your frequent channels of communication whether it be social media, email or a newsletter.

GAMING TOURNAMENT
Create a series of challenges that test team skills, endurance, and aptitude with a gaming tournament. Teams can register to compete in different challenges with the top scorers winning a prize! Get local businesses involved for prize sponsorships, and make it a public, fun event that everyone can come and watch.
SAMPLE VIRTUAL CAMPAIGN PLAN

**TWO MONTHS OUT**
Recruit Campaign Planning Committee

**ONE MONTH OUT**
Host Weekly Campaign Planning Meetings with Your Committee
Develop Marketing and Communications Materials for Fundraisers and Other Events
Complete and Submit E-Pledge Order Form to United Way Representative
Schedule Virtual Agency Tours

**TWO WEEKS OUT**
Present Campaign to Executive Leadership and Managers

**ONE WEEK OUT**
Finalize and Preview E-Pledge Online Giving Portal 1 Week Prior to Launch

**MONTH OF CAMPAIGN**
Launch Your Campaign via Virtual Kick-Off Event
Launch Your E-Pledge Giving Portal
Send Weekly Campaign Email Updates
Virtual Agency Tours

**END OF CAMPAIGN**
Virtual Campaign Wrap-Up Event
Send All-Employee Thank You Email

**WEEK AFTER CAMPAIGN**
Outcome Reporting to Executive Leadership & Campaign Survey To All Employees
Send Final Results Email to All Employees

**ONE MONTH FOLLOWING CAMPAIGN**
Send Impact Stewardship Email to All Employees
UNITED WAY OF TARRANT COUNTY LOGO USAGE

FULL COLOR

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.

CLEAR SPACE

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the symbol square.
The consistent and correct application of the United Way brandmark and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark.

**INCORRECT USES**

Never alter the colors in the brandmark

Never tilt the brandmark

Never distort the shape of the brandmark

Never add elements inside the brandmark

Never rearrange the elements of the brandmark

Never alter the shape of the brandmark in any way

Never change the font or color of the local identifier (page 25)

Never substitute type in the brandmark

Never put other words or phrases inside the brandmark

Never extract any of the graphic elements or words

“United Way” contained in the brandmark to use separately

**NOTE:** For any external collateral involving United Way of Tarrant County’s logo, feel free to email marketing@unitedwaytarrant.org for assistance or approval.