



## Hybrid Campaign Tips

Hybrid work is here to stay for many workplaces. You can still run a successful campaign and engage your staff with a Hybrid campaign. We've compiled some best-practice tips below:

- Approach depends on each workplace
  - If majority of employees work from home, we suggest running a virtual campaign
  - If it's a 50/50 mix or most in person then offer more in person engagement activities, however, ensure that all communications, donation asks etc. are done digitally/virtually so all can access.
  - Team building – bring your employees together in support of a common cause
- Best approach is to educate about United Way, ask for donations and be sure to include engagement activities.

### Online Giving Options are Key to Success

- E-pledge is the online method to set up payroll donations and one-time gifts
- Trellis is our event platform used for hosting special events (Ticketed events, Silent Auctions, 50/50 and other raffles). A member of our team will set up your page for you and then give you admin access to run your event. Please submit an [event request form](#) to have your page set up.
- Use of QR codes can bring increased donations to your campaign – IA: can we suggest a QR creator site where the QR code doesn't expire, such as <https://www.qr-code-generator.com>

### Digital Communications

- We have a variety of digital resources from pdfs of our posters/ brochures, to impact speaker videos, virtual backgrounds etc. all ready for your use in our [virtual toolkit](#)
- United Way Email templates – Consider sending weekly emails that educate employees about United Way focus areas
- Include short [impact videos](#) and your workplace epledge link to donate
- Use your intranet to share information like the campaign dates and epledge link

### Kick Off

- If you have a mix of WFH and in-office staff, consider offering an in-person kick-off but also do a 30-minute morning coffee or lunch session for those WFH
- Incentivize attending in-person
  - Free Food or Novelty food items (food trucks, ice-cream bar etc)
- Incentivize attending online as well
  - Everyone who attends entered in a draw
- Impact Speakers are awesome ways to increase engagement and donations

- Make it interactive- include use of Kahoot quizzes etc.

### **Employee Pledge Participation Incentives**

Offering incentives can dramatically increase participation. Incentives can also be used to motivate early bird donations, new and increased giving, Leadership giving, continuous payroll, etc.

Some examples of incentive prizes include:

- Vacation time (Day off with Pay)
- Parking spots
- Free admission or pass to company event/recreation facilities/cafeteria credit
- Lunch with CEO/Executives
- Gift cards or other tangible and experience items
- Early release on holiday weekends
- If the organization raises \$X or reaches X% participation in the employee giving program, CEO/executives will grow a beard, shave head, pie in the face, etc.
- If organization reached X% participation in employee giving, all employees will receive X or are put into a draw to win X
- Tiered raffle system based on date, giving level. Eg. If you give at a Leadership level, you'll receive 5 ticket entries. If you give by Oct 5th, you'll receive 3 tickets in the draw. If you meet all the criteria, you receive all 3 incentives.

### **Fundraising and Engagement Activities for Hybrid Environment**

- Online Silent Auction
  - This is one of the most simple and successful fundraising tools for hybrid environment.
  - Ask United Way about our online tool (Trellis) to help you host your silent auction
  - Obtaining Auction Items
    - Use your company credit card points
    - Ask vendors to donate a gift
    - Think outside the box (lunch with CEO, Day off with pay, parking spot)
    - Call out to employees – some may have a skill, local business or connections willing to donate a prize
- Pay to Play Activities
  - Trivia Event (Over Zoom and using Kahoot)
  - Email Bingo
  - Wine or Gift Card Survivor
  - Virtual Escape Rooms

Remember, hybrid campaigns can increase employee engagement and also make a difference in our community by raising funds for the United Way. **Thank you for your support!**