United Way
Guelph Wellington
Dufferin

United for GOOD.

Hybrid Campaign Tips

Practical tips for running a strong campaign with hybrid staff, whichever mix your team works in.

Approach by Workplace Mix

- Mostly remote: run a virtual campaign.
- 50/50 or mostly in-person: add in-person activities, but keep all asks and comms digital so everyone can access them.
- Team building: unite staff around one cause.
- Best approach: educate about United Way, ask for donations, and include engagement activities.

Online Giving

- E-pledge: our online tool for payroll deductions and one-time gifts.
- Event platform: for ticketed events, silent auctions, 50/50s, and raffles. Submit an Event Request Form and our team builds your page and gives you admin access to run it.
- QR codes boost donations - link them to your E-pledge page. Use a non-expiring generator, e.g. qr-code-generator.com.

Digital Communications

- Posters, brochures, speaker videos, and virtual backgrounds are all in the 2026 United Way Toolkit ready to use.
- Send weekly emails educating staff on United Way's focus areas.
- Pair short impact videos with your E-pledge link in emails.
- Post campaign dates and your E-pledge link on the intranet so it's easy to find.

Kick-Off

- Mixed staff: hold an in-person kick-off, plus a 30-minute virtual coffee or lunch session for remote staff.
- Incentivize in-person attendance: food trucks, ice-cream bar, or similar.
- Incentivize virtual attendance: enter attendees into a prize draw.
- Book an impact speaker to boost engagement and donations

Participation Incentives

Use incentives to drive early, new, increased, leadership, and continuous-payroll giving. Example prizes:

- Day off with pay
- Event/facility/cafeteria pass
- Gift cards or experiences
- Early release before holiday weekends
- Leadership stunt: hit a $X or X% participation goal and leadership grows a beard, shaves their head, takes a pie in the face, etc.
- Staff reward: hit an X% participation goal and all staff receive X, or are entered to win X.
- Tiered raffle: 5 entries for giving at Leadership level, 3 entries for giving meet both and get all entries.

Hybrid Fundraising Activities

- Online silent auction - simple and effective for hybrid teams. We host it on our event platform.
    - Auction items: company credit card points, vendor donations, employee-donated skills/connections, or perks like a CEO lunch or parking spot.
- Pay-to-play activities (charge admission, proceeds go to United Way): Zoom trivia via Kahoot, email bingo, wine/gift card survivor, virtual escape rooms.

We are here to support you throughout your campaign. If you have any questions, please contact:

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