

RUNNING A VIRTUAL CAMPAIGN

Similar to how we have learned to adapt to the “new normal,” our campaigns have been tailored to suit socially distanced and remote working environments.

1.

RUN AN ONLINE CAMPAIGN

Middlesex United Way is pleased to offer the option of running a completely virtual campaign this year. Your employees will have the option to give online through a custom donation page versus the traditional printed pledge form.

2.

USE VIRTUAL RESOURCES

Every year, we offer a variety of resources to help our campaign partners promote their campaigns. In addition to the tools we've had in the past, we have added custom Zoom backgrounds and PowerPoint presentations to add some fun to your virtual campaign.

3.

KEEP THINGS CREATIVE

Although we are unable to meet in person and celebrate our campaign together, there are still ways you can keep the moral up with employees while socially distancing and working remotely.

Baby Photo Match Game: Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!

Cutest Pet Contest: Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest pet.

Recipe Exchange: Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.

Lunchtime Bingo: Send Bingo card documents and call numbers via Zoom. Charge for each card and offer a prize for the winners.

Lunch on Us: Have your company executives deliver lunch to the highest bidder or raffle winner.

Department Challenge: Internal departments with prizes for the most United Way campaign donors, the highest increase in average gift, or first department to complete donations.

Virtual Movie Night: Set up a virtual movie night with Netflix Party! Encourage employees to grab their favorite snack and join you Netflix party using a link. “Charge” for a ticket to the movie!

Please contact Manny Martinez to discuss additional options at manny.martinez@middlesexunitedway.org.

