

# OPTIONS FOR CONDUCTING YOUR UNITED WAY CAMPAIGN

No matter what your day-to-day operations look like, campaigning with United Way has never been so easy!

TRADITIONAL CAMPAIGN	VIRTUAL CAMPAIGN	ROLLOVER CAMPAIGN
<b>KICKOFF</b> In-person event	<b>KICKOFF</b> Virtual event	<b>KICKOFF</b> Virtual event
<b>SPECIAL EVENTS</b> Bake sales, chili cookoffs, 5Ks, etc.	<b>SPECIAL EVENTS</b> Online actions and raffles, peer-to-peer fundraising via social media, etc.	<b>SPECIAL EVENTS</b> Online actions and raffles, peer-to-peer fundraising via social media, etc.
<b>VOLUNTEER OPPORTUNITIES</b> In-person group activities	<b>VOLUNTEER OPPORTUNITIES</b> Virtual volunteering and donation drives	<b>VOLUNTEER OPPORTUNITIES</b> Virtual volunteering and donation drives
<b>GENERATING EXCITEMENT</b> Inviting United Way speakers to share the impact of giving	<b>GENERATING EXCITEMENT</b> Inviting United Way speakers to share the impact of giving virtually, or show videos	<b>GENERATING EXCITEMENT</b> Educate donors on continuing their 2020 pledges in the 2021 campaign
<b>COLLECTING PLEDGES</b> United Way paper pledge forms	<b>COLLECTING PLEDGES</b> Online pledging website customized for your company	<b>COLLECTING PLEDGES</b> New employees, first-time givers, those wishing to change their pledge or those wishing to give through cash/check/credit card can give through a digital or paper pledge form