



# **VIRTUAL CAMPAIGNS**

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**2021**

EDITION

## OPENING

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**5 minutes; CEO/ECC/ Sr. Leadership**

- Welcome
- Value of UW & Company partnership
- Importance of United Way now
- Encourage all to get involved with campaign activities
- Interactive poll or quiz to get people engaged

## UNITED WAY AWARENESS ACTIVITY

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**7-12 minutes; UW Rep/ECC**

- Walk with ALICE - online poverty simulation
- Virtual UW games
- UW videos
- Guest speaker from United Way

## CLOSING REMARKS

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**5 minutes; ECC/CEO**

- Call to action - Donate now
- Share company fundraising and participation goals
- Share company incentives for donating
- How to give
- Instructions on next steps -pledge form, who to contact with questions, due dates, etc.

# OPENING REMARKS

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**This can be customized to meet the needs of your speaker(s) at your virtual campaign kick-off.**

Welcome, everybody!

Thank you all for being here today. Before we begin, I would like to welcome **(introduce UW representative)** from our local United Way.

As many of you know, I am a strong believer and advocate of United Way's work and I am proud to be a part of **<COMPANY'S>** United Way campaign. With nearly a century's worth of experience and guidance, United Way enables people like you and me to make a valuable, lasting impact on the lives of our neighbors and our community.

We all know poverty is hurting our community and this is even more evident since battling a global pandemic. Our most vulnerable community members are even more at risk.

United Way has seen the need for community services skyrocket since the beginning of the crisis. United Way's resource hotline, Ocoee Connect, had calls and needs quadruple in the height of the pandemic - many from people who had never sought out assistance before. United Way was able to respond to those needs, keeping families housed and lights on for over 1,000 families right here in our community.

The issues we have seen first hand over the last year are not new, but have affected people in our community who traditionally don't find themselves in a place of need.

The lasting effects of this pandemic will continue to be felt as people navigate what life looks like in the current climate, and that's why we partner with United Way as they continue to address the needs and find solutions for people and families who need support.

I want to take a moment to recognize and thank each and every one of you who have stepped up to support United Way. Our collective commitment demonstrates **<COMPANY'S>** leadership in our community, raising over **\$XX** for United Way and community needs.

**Key point about last year's campaign (your UW representative can help provide information if needed)**

**If the speaker has a personal story about United Way or something they have experienced, add here.**

Thank you again for your personal leadership and generosity in giving to support United Way and what they are doing in our community.

**Introduce the next section of the event <UW speaker, event, etc.>**

# CLOSING REMARKS

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**This can be customized to meet the needs of your speaker(s) at your virtual campaign kick-off.**

Thank you, **<GUEST SPEAKER>** for joining us today and reminding us how important our role is in supporting solutions to our community's needs. You allow us to play such an important role in the lives of our neighbors and the health of our community. The vision to provide the opportunity for a better tomorrow ensures we rise and secures a future where everyone can thrive.

Our annual United Way campaign starts on **<DATE>** and ends on **<DATE>**. We have an amazing team that has worked hard to make this year's campaign even better. Thank you, **<CAMPAIGN VOLUNTEERS>** for your leadership in the campaign!

By now, a donation link should be in your inbox.\* I encourage you to make a gift now and demonstrate our leadership in the community and our commitment to give back. **<COMPANY'S>** donations are part of how we build a stronger community and a stronger, thriving future.

Don't forget that pledge forms are due to **<DESIGNATED PERSON>** by **<DATE>**, and **<REITERATE INCENTIVES>**.

If you have any questions, please reach out to **<DESIGNATED PERSON>**.

Thanks, everyone!

\*Customize to fit your company's roll-out for pledge forms.