

# How to Conduct Your Campaign

Traditional Campaign	Virtual Campaign	Rollover Campaign
<p><b>Kickoff</b> Host an in-person event</p>	<p><b>Kickoff</b> Host a virtual event</p>	<p><b>Kickoff</b> Host a virtual event</p>
<p><b>Special Events</b> Bake sales, cooking contest, 5K fun run, jeans days, sports jersey day, holiday market, etc.</p>	<p><b>Special Events</b> Host online silent auctions, online basket raffles, virtual 5K, online product sales</p>	<p><b>Special Events</b> Host online silent auctions or raffles</p>
<p><b>Volunteer Opportunities</b> In-person volunteer activities (Ask your local UWSAW for ideas!)</p>	<p><b>Volunteer Opportunities</b> Individual or outdoor volunteer activities to allow for social distancing, donation drives, etc. (Ask UWSAW for ideas!)</p>	<p><b>Volunteer Events</b> Individual or outdoor volunteering to allow for social distancing, donation drives, etc. (Ask UWSAW for Ideas!)</p>
<p><b>How to Generate Excitement</b> Invite a representative from UWSAW to speak to employees or groups of employees</p>	<p><b>How to Generate Excitement</b> Video call or meeting with local United Way or speakers from United Way Funded Partners</p>	<p><b>How to Generate Excitement</b> Educate donors on continuing this year's Pledges throughout the next year's campaign</p>
<p><b>Collect Pledges</b> Hand out pledge forms and make employees aware of deadline</p>	<p><b>Collect Pledges</b> Hand out pledge forms or direct employees to online pledge form</p>	<p><b>Collect Pledges</b> Make sure new employees are aware of giving options and provide them with paper pledge form or information for online form</p>