

# TAKE YOUR UNITED WAY CAMPAIGN *VIRTUAL*



United Way  
of Frederick County

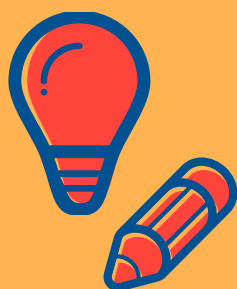
## RUN AN ONLINE CAMPAIGN.

United Way offers options for running your campaign virtually. Connect with your United Way representative to find the best option for you.



## USE UNITED WAY'S 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 (videos, info sheets, guides etc.) we have added custom Zoom backgrounds to add some fun to your virtual campaign.



## LEARN FROM OTHER CAMPAIGNS.

We know some of the best ideas come from sharing and collaboration. To facilitate this, we host Employee Campaign Manager trainings where you'll have an opportunity to learn from our other campaign partners.



## EXPLORE TEXT-TO-GIVE.

Text-to-give is an increasingly popular and user-friendly way for your colleagues to donate, especially if they are frequently away from their computers. Talk to your United Way representative to get set up with our MobileCause account.



## TAP INTO EXISTING RESOURCES.

If your company already has a remote work policy in place, there may be a variety of tools at your disposal. Check to see if tools like shared calendars, project management platforms and video conferencing programs are available to use for your virtual campaign.

## CONTINUE TO UTILIZE UNITED WAY REPRESENTATIVES.

If we can't be there in person, we will still be here to support you! United Way representatives will be available to join your virtual calls to share valuable information about the importance of supporting United Way, the same way they would during an in-person campaign event.

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