

step Up

Mask Up

LIVE UNITED

### Why Have a Virtual Kick-Off Presentation

**Urgency** – create a sense of urgency for your team to make a difference in the community.

**Inspiration** – your team will feel inspired about where their gift is going and the partnership of the company.

**Education** – Learn about what United Way of Northern Arizona does, partner agencies, what is going on in the community in this time and how to help.

**Special Setting** – scheduling a meeting specifically for the kick-off signals the importance of the event and a break in the day to day.

**Company recognition** – shows the impact your company has made in the community.

### Kick-Off Planning and Outline

**Technology Platforms** – confirm what online meeting platform is being used is approved by your company and understand the limitations and functions. Schedule a trial run with your contact before the event to ensure any technical issues are resolved. Be sure to record the presentation and share with your team and your United Way contact post event.

**Leadership support** – have your leadership involved in the campaign to show the team the commitment and importance of United Way of Northern Arizona to the company. Confirm their availability to participate and virtually speak to the team by preparing remarks and correspondence. Topics can include sharing why they contribute, United Way + company partnership, importance of United Way, and ask to give.

**Invite staff and collect RSVP's** – get the meeting on calendars and share the link to join.

**Determine host, speaker, and agenda** – Determine who will run the event and who will be available to provide internal technical support. Consider size of audience and plan multiple kick offs throughout the day or throughout the campaign. Connect with your United Way contact for speaker or content ideas. Your contact will assist you with agenda planning, resources and content to make the kickoff interactive, informative, and impactful.

**Company research and involvement** – research your company history and impact to United Way. Connect with internal teams to gather necessary information. If past kick-off events have included snacks or meals, consider sending registered attendees a virtual gift card to purchase or have meals delivered safely.

**Provide action steps and call to action** – ensure that everyone knows how they can donate and get involved during the campaign. Prior to sending the donation link, test to make sure all information is accurate and able to accept donations. Send the donation link and follow up collateral after the event.

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### Example Agenda Template:

Section	Presenter	Content
Opening (5 minutes)	CEO/Leadership/Coordinator	<ul style="list-style-type: none"> <li>✓ Welcome everyone</li> <li>✓ UW + Company Partnership</li> <li>✓ Importance of United Way right now</li> <li>✓ Discuss campaign and why as a leader, you give</li> </ul> <p>*Consider interactive element</p>
United Way (10-15 minutes)	United Way Representative	<p>United Presentation -can include:</p> <ul style="list-style-type: none"> <li>• UW Video</li> <li>• Guest Speaker</li> <li>• Traditional PowerPoint</li> <li>• Q+A</li> <li>• Focus on Impact Area(s)</li> </ul>
Closing (5 minutes)	CEO/Leadership/Coordinator	<p>Thank everyone for attending</p> <ul style="list-style-type: none"> <li>✓ Call to action/donation</li> <li>✓ Company Goal</li> <li>✓ How to Give</li> <li>✓ Instructions on next steps</li> </ul>

### Activities to Make Your Kick-Off and Campaign Fun and Interactive:

**United Way of Northern Arizona Lunch and Learns**- United Way of Northern Arizona Subject Matter Experts can lead virtual conversation on community impact areas.

**Donation Drive** – Host a donation drive for items in need with the community. Connect with your UWNA contact for needs in the community and how your team can support.

**Co-Worker Trivia** – Learn about your fellow team members by creating a “Co-Worker” Trivia game.

**ZOOM Meeting Bingo** – Have fun during your next ZOOM meeting with a ZOOM meeting Bingo game, cards can be found on-line.

