

step Up
for our
Community



Virtual Campaign Outline

These resources will help you create and navigate a successful
United Way of Northern Arizona (UWNA) Campaign

Getting Started

- Strategies your UWNA representative, Christine Pierce cpierce@nazunitedway.org will assist you with are a campaign theme, campaign goal setting, special events, engagement plans, presentations, guest speakers, leadership giving, incentive ideas, and more.
 - [Campaign Goal Sheet](#)
 - [Campaign Videos](#)
- Giving options
 - [E-Pledge One Pager](#)
 - [Fillable Pledge Form](#)
- Create a marketing calendar for publicity of campaign including best modes of communication for your team. Internal intranet, social media, email, virtual meetings, and more all are great ways to share about your campaign and get everyone excited to participate!
 - [Email Templates - Week 1, Week 2, Week 3, Week 4](#)
- Form a campaign committee – Organize a committee to plan and coordinate with key department leads.
- Attend Coordinator Training – Date(s) TBD

Planning Ahead

- Develop strategies for donors and leadership giving participation
- Plan special events and fundraisers
 - [Virtual Fundraising Suggestions](#)
- Determine and distribute necessary (downloading virtual) materials from UWNA website [Resources](#)

Kick Off

- Plan an impactful kick-off presentation
 - [Virtual Presentation Suggestions](#)
- Confirm leadership attendance and ask them to share personal anecdote

Duration

- Host ongoing special events
- Host ongoing engagement activities

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United Way
of Northern Arizona



Improving lives by mobilizing communities to create lasting changes in community conditions