

DIGITAL CAMPAIGN RESOURCE GUIDE

ENGAGE EMPLOYEES

TRIVIA

- Play with **Kahoot!**
- Choose trivia questions from sites like **Trivia.fyi** or **Triviawell**.
- Create your own questions about your company, your city, and/or your United Way.

BINGO

- Create cards using **BingoBaker**. Use numbers, symbols, or things as squares.
- Host a designated bingo event through video chat OR have an ongoing game similar to a scavenger hunt.

SHARE STORIES

- Host video, poetry, picture, or other story contests where employees share why they give to UWGT. Use existing platforms like **TikTok**, **Reels**, internal **social media**, etc. to share these stories.

GIVE ONLINE

- Let employees pledge online using our epledge platform. Campaign Managers can track pledges and progress in real time online. Check out our **epledge giving** information in the Toolbox and learn more from your UWGT Team.
- Collect special event participation donations online. Individuals or companies can use payment platforms such as **Paypal**, **Venmo**, **CashApp**, or even your bank to collect and track donations or fees. Processing fees may apply.
- Consider having text-to-give platforms for donations. Let your UWGT support you with a customized text to give channel through **Givelively**. You can view payments in an online dashboard and even share a live update progress bar.
- Want a giving page for a specific event or United Way impact area? Work with our team to have a customized Andar giving page.

SPECIAL EVENTS

- Special events can be employees' favorite way to give during a campaign. Host a reception and showing for a "Why I Give" contest, a kick off happy hour, an inspiring information session about the impact United Way of Greater Toledo has in the community, or a final count banquet over video platforms like **Microsoft Teams**, **Zoom**, **Skype**, etc.
- Host other large events like a raffle, silent auction, or 50/50 with **Qtego**. Processing and other fees may apply.
- Volunteer virtually reading to TPS K-3 students as a **Virtual Literacy Tutor**, collecting supplies for or helping at **hygiene/snack pack builds**, or check with our UWGT team for new opportunities.
- Use **Goosechase** to set up and host a scavenger hunt. This could take participants on a physical journey or a virtual one. Have employees team up or compete individually. Customize your clues and achievements.

UNITED WE'RE STRONG

- Creativity is most often found when we come together. Attend **brainstorming sessions** with the UWGT Team and other Campaign Managers. Check your email for invitations throughout the campaign season.
- Our United Way network is available to you. Don't hesitate to connect with **other campaign managers** or the **UWGT Team** outside of brainstorming sessions with questions or other needs.
- Make use of existing UWGT print and digital resources both in the Toolbox and on our **Youtube**, **Vimeo**, and **social media** accounts. Don't see what you need? Consider creating new content with your team or ours.