

Virtual Engagement 2020-2021

Menu of Resources

WORKPLACE FUNDRAISING

1. Virtual kick-off presentations
United Way can work with you to customize a kick-off presentation that can be presented on video platforms like Zoom or Teams.
2. Pre-recorded presentations
3. Digital platforms for giving
4. Fundraising communications suite
5. Employee Engagement Champion (EEC) online Fundraising Toolkit
6. Employee Engagement Champion (EEC) Fundraising Guide (PDF)
7. Digital materials for sharing
PDFs that educate on United Way
8. Other online resources
United Way features stories, stats, and more on its [blog](#) and social media channels. Social media content is updated daily and can be used on your workplace channels. Follow us on [Facebook](#), [Twitter](#), and [Instagram](#)

EDUCATIONAL ENGAGEMENT & VOLUNTEERISM

The following items are by request and can be customized to your workplace.

1. Fundraising and Engagement Ideas
Updated for 2020
2. Employee Engagement Champion training
Pre-recorded presentation
3. Virtual Lunch & Learns
4. United Way hosted Townhalls
5. Mini-Town Halls
6. Virtual Social Hours
7. Virtual 2-1-1 Contact Center Experience
8. Virtual Poverty Simulation
9. Virtual Remote Volunteer Projects
Virtual, DIY, & safe in-person opportunities
10. 1x1 leadership donor luncheon

LIVE UNITED



**United Way of
Greater Atlanta**

11. Annual Engagement Calendar

SPECIAL EVENTS

The following events can be supported by your United Way representative.

1. Online Silent Auction
2. Virtual 5k/ Golf Tournament
3. Giveaway/ Chance to Win
4. Trivia Night
5. Talent Show
6. Scavenger Hunt
7. “Fun Family Feud”
8. “Jeopardy”

AFFINITY GROUP ENGAGEMENT

1. Annual calendar of events
Coming soon