

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 Valley of the Sun United Way 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 - Showcases 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! *If you cannot host on your own technology platform, connect with your Valley of the Sun United Way contact.*

Leadership Support - Have your leadership involved in the campaign to show your team the commitment and importance of Valley of the Sun United Way to the company. Confirm their availability to participate and virtually speak to your 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 RSVPs - 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 campaign. Connect with your United Way contact for speaker or content needs. Your contact will assist you with agenda planning, resources and content to make kick-off 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 donation link, test to make sure all information is accurate and able to accept donations. Send donation link and follow up collateral after the event.

Example Agenda Template:

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

Activities to Make Your Kick Off and Campaign Fun and Interactive!

Valley of the Sun United Way Lunch and Learns - Valley of the Sun United Way subject matter experts can lead virtual conversation on community impact areas. Can be informational learning session or add engagement on with a group project!

Valley of the Sun United Way Community Impact Bingo - Learn more about the work of Valley of the Sun United Way and our community through a fun bingo game.

Valley of the Sun United Way Trivia - Challenge your team to a fun activity to learn about Valley of the Sun United Way. You can even add in trivia questions about your organization!

Valley of the Sun United Way Website Scavenger Hunt - Learn about Valley of the Sun United Way by going on a scavenger hunt for clues on the website.

At Home Activities - Activities can be completed either individually or with a community.

Donation Drive - Host a donation drive for items in need within the community. Connect with your Valley of the Sun United Way contact for needs in the community and how your team can support.