



# NOW

*more than ever*

## CAMPAIGN PLANNING

As you plan your virtual Campaign this year, select the offerings from below that you are interested in utilizing. This will help us to best provide you with the necessary tools and materials for a successful Campaign!

### COLLATERAL

- |                           |                                  |                                  |
|---------------------------|----------------------------------|----------------------------------|
| Pledge Cards              | <input type="checkbox"/> Digital | <input type="checkbox"/> Printed |
| Campaign Poster           | <input type="checkbox"/> Digital | <input type="checkbox"/> Printed |
| United Way Brochure/Flier | <input type="checkbox"/> Digital | <input type="checkbox"/> Printed |

### COMMUNICATION TOOLS

- Campaign Graphics Toolkit
- Campaign Videos (*can be shared via email/intranet or used at virtual events*)
- Communication Packet (*sample campaign letters and emails*)

### ENGAGEMENT

- Virtual Campaign Kick-Off Event
- Virtual United Way Speakers
- Virtual Special Events
- Virtual Lunch and Learn Panel Discussion
- Remote Volunteering

Workplace/Organization: \_\_\_\_\_

Campaign Dates Kickoff: \_\_\_\_\_ Start: \_\_\_\_\_ End: \_\_\_\_\_

Coordinator Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please return to your United Way of Delaware County contact Gina Grote at [ggrote@uwaydelaware.org](mailto:ggrote@uwaydelaware.org).  
For our full campaign toolkit, visit [LiveUnitedDelawareCounty.org/Corporate](http://LiveUnitedDelawareCounty.org/Corporate)