



Virtual Campaign Wrap-up

Congratulations! You Did It!

You've completed your United Way campaign and now it's time hold a **Campaign Wrap-Up**.

- **Celebrate** - The wrap-up is an opportunity for your employees to celebrate your collective success and campaign results, be inspired by the hard work that went into the campaign, and hear about the impact their donations will make in the community.
- **Team Building** - This is also a great chance to reunite employees around the common community cause that first brought them together. This builds team morale by recognizing your achievement, the generosity of donors, and the hard work of campaign volunteers.
- **Show the Impact** – Celebrating the positive impact your campaign will have in your local community brings your campaign achievement to life in a deeper a more meaningful way for everyone who participated.

Your United Way representative is here to support you with tools and resources to help you plan and customize your wrap-up event.

HOW TO GET STARTED

Key Considerations and Planning

1. Technology Platform

Confirm the online web conferencing platform approved by your workplace and learn about its functionality. Your United Way staff partner can help you build your wrap-up agenda and activities on the platform. If you cannot host your wrap-up using your own technology platform, speak to your United Way representative.

2. Senior Management Support

Support from your company executives is critical to show your organization is behind the campaign. Book their time so they can participate in your virtual wrap-up. See Appendix B for a sample speaking script that your senior management team can personalize.

3. Consider your Audience

For best results, a wrap-up event that is no longer than 30 minutes is recommended. If your employee base is large, you may consider hosting several smaller wrap-up events divided by department, scheduled throughout a single day or across a few days. See Appendix A for a sample agenda.

4. Determine the Meeting Host and Other Company Speakers

It is best if the Employee Campaign Chair (ECC) acts as the event facilitator to ensure your wrap-up sticks to the agenda. If the ECC needs support, your United Way representative can act as co-host. Invite your CEO or other executives to take part and speak as their leadership can inspire others and demonstrate support of United Way from the top down.

5. Make it Interactive

Engage your colleagues during the wrap-up. Consider interactive activities such as online polls or quizzes to keep your audience's attention online. Your United Way representative can help you coordinate this activity.

6. Highlight Awareness about Your Impact

United Way speakers, online engagement activities, and campaign videos can help show the impact of donations and inspire people to give in the future. Your United Way representative can help you select the best activities for your agenda.

7. Communicating Results After the Wrap-Up

After the event, be sure to let people know how they can get more information on the results and impact of the campaign. We recommend making this widely available to employees in case they couldn't attend the wrap-up event. Show your organization's commitment to social causes by sharing your campaign success with external audiences through social media or other communication channels.

APPENDIX A: RECOMMENDED AGENDA

You are welcome to use the following template agenda as you plan your event.

Virtual meeting login in details: <i>[include details here]</i>	
Opening Welcome: 5 mins Time: XXX am/pm CEO/ECC/Sr. Leaders	• Welcome • Review of the event agenda • Value of United Way & Company partnership • Importance of United Way in the community • Review of your favourite campaign highlights • Interactive poll or quiz to get people engaged
Activity: 7-12 minutes	Activity Examples: • Spotlight campaign volunteers • Announce a final draw/contest winner • Guest impact speaker from United Way to extend gratitude on behalf of the community
Closing Remarks: 5 mins CEO/ECC CEO/ECC/Sr. Management	• CEO/ECC to thank participants and reiterate importance of United Way • Share your fundraising/participation achievement • Share statements of how the campaign results will have an impact in the community • Remind everyone how they can learn more about United Way and the difference made in the community

APPENDIX B:

SAMPLE SPEAKER SCRIPT

The script below can be customized/personalized to meet the needs of the speaker(s) at your virtual wrap-up.

SAMPLE CLOSING REMARKS

- Good <morning/afternoon> everyone! It's wonderful to be here with you today.
- I'm here to recognize and thank all the employees from <Org name> for our collective efforts in this year's United Way campaign.
- United Way is dear to my heart. I've been part of this organization for more than <#> years, and I'm so proud of the work we have done together and the impact we are making in the community.
- I'm also proud to say that <Org Name> has partnered with United Way for more than <#> years.
- In the <Org name> history of giving, employees have raised over \$XX million and over \$X million annually.
- Year after year, we have done some incredible local good and helped create brighter paths for people living in poverty.
- This year, we stepped up to be there for the most vulnerable in challenging times. We have set an example of generosity and made it a priority to give back to our community.
- We raised \$_____ as a result of this year's campaign. That is just amazing! Congratulations to everyone who helped make this possible!
- I want to say a special thank you to <ECC Name(s)> whose leadership as Chair of our workplace campaign was instrumental to our success.
- And thank you to the committee members and volunteers who helped achieve this incredible result.
- Together, we can do so much more to tackle poverty than we can alone. We continue to make great strides in creating a community that is a great place to live for everyone.
- On behalf of <Org Name>, United Way, and the many local families and individuals you've helped, I share a heartfelt thank you.
- Congratulations on this incredible campaign achievement.