



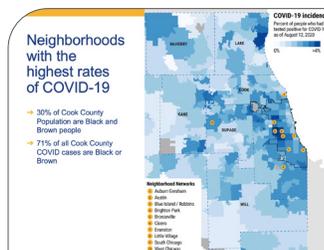
Virtual Employee Engagement

Incorporate our new virtual activities into your campaign kickoff or smaller group meetings and activities during the campaign to inspire and build momentum. You can guide a discussion with data-driven presentations, share recorded stories and examples of community leaders bringing our mission to life, or participate in interactive sessions.



Data-driven Presentations

Some people are driven by numbers! Help make the case for support with presentations and Q&A for employees who want to learn and understand how United Way identifies the areas of greatest impact.



✓ **CHICAGO NEIGHBORHOODS: STORY OF DATA** Let United Way guide a conversation about our city's neighborhoods through a few different lenses. Explore how health, income, and racial disparities affect very specific geographies in Chicago and learn why United Way takes a place-based approach and prioritizes 10 Neighborhood Networks.



✓ **WALK IN MY SHOES** This brief, 10-minute online simulation gives employees a chance to "spend a day" in someone's shoes who lives in a community that is not their own. No homework is necessary, but participants who bring their curiosity and a willingness to learn will absorb a mountain of information about the tough choices our neighbors make every day.

✓ **MEET ALICE** ALICE is an acronym for Asset Limited, Income Constrained, Employed. Take a deep dive to learn more about the growing number of families in Chicago that live above the poverty line, but do not earn enough to afford basic necessities of housing, child care, food, transportation, and health care. United Way's research on ALICE families shows that there are pockets of ALICE families everywhere—in the suburbs and throughout Illinois.





Storytelling Segments

Other people learn best when information is shared through stories and examples. Hearing from community members who are involved in United Way really brings our mission to life. We suggest watching these videos together, followed by discussion facilitated by a United Way representative.



✔ **AGENCY PARTNER** These nonprofit partners are the trusted leaders who address specific community needs like housing & rent assistance, childcare, healthcare and food security. These tend to be smaller nonprofits, but don't let their size define their work because these agency partners make the biggest impact. We have videos that range from 2–20 minutes in length.

✔ **WHY I GIVE** Show co-workers how important their role in the campaign is by telling stories about why people donate. The best and most relatable stories will come from within your own organization. So please share your story, highlight a Leadership Donor, or ask someone who has either made their first gift or been giving for 5+ years in a row to talk about "Why I Give." United Way also has recorded donor testimonials that provide for 2 –3 minute-long stories.



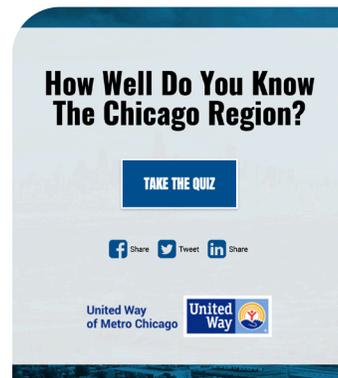
✔ **NEIGHBORHOOD NETWORK LEADER** In each of the 10 priority neighborhoods, a lead nonprofit agency serves as what United Way calls the "Community Quarterback." These Neighborhood Network Leaders share their unique perspectives on what life is like in their community, plus their on-the-ground strategies to improve the health, housing, food, childcare, and educational opportunities in their neighborhoods. We have recorded conversations with Community Quarterbacks that you can share that range from 3–30 minutes in length.



Interactive Sessions

Employees want to connect with each other as much as they want to connect with their communities. These sessions are designed to bring people together, have fun, and learn a thing or two about how campaign donations make a real difference.

✔ **COMMUNITY CONVERSATIONS** Members of our United Way team facilitate a discussion with a small group of employees around community and solutions. Discussion prompts include regional trends around health and human service issues, what employees see in their own communities, possible solutions, and how your employees and/or your organization may contribute to those solutions. There is so much brilliance and innovation in our region and we want to tap into what employees think and engage them in solutions.



✔ **GET TO KNOW THE CHICAGO REGION ONLINE QUIZZES** Virtual quizzes can be completed individually or during a group Zoom where live polling allows participants to see the popularity of responses as participants register their answers.

✔ **VIRTUAL AUCTIONS** Invite your leadership team or individual business units to donate items or baskets for auction. If you've done live raffles and auctions in the past, there are great online options with 32Auctions.com, BiddingOwl, etc. that will attract employees who love prizes + stir some friendly bidding war competition.

✔ **LUNCH 'N LEARNS / HAPPY HOURS** We organize lunch and learn (or happy hour!) discussions on Zoom with leaders of your organization and members of the United Way Community Impact team. Speakers come with a very brief presentation around a topic we choose with you. It also includes discussion prompts so most of the hour together can be spent in conversation. The topics of these sessions can be broad in scope, or more focused. Ideal for individual departmental or business resource group engagement.

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