

# VIRTUAL PRESENTATION PLAYBOOK

## 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 Platform** - Confirm what online meeting platform is being used. Approve with 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, etc.

**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 the 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.