

2020 Campaign Survey
Running a Post COVID-19 United Way Campaign

Workplace/Organization: _____

Name: _____

Email: _____

2020 ECC Name: _____

ECC Email _____

1. How has the COVID-19 crisis affected your workforce? **Check all that apply**

- Majority working remotely Other (please specify:
 Some working remotely
 Reduced workforce
 Furloughed employees

2. Looking to this fall and given the current health crisis, what type of United Way Campaign would your organization be interested in?

- Traditional: same as past campaigns
 Virtual e-pledge campaign (online campaign)
 Rollover: continuous giving from previous year.
 Other (Please specify)

3. As Employee Campaign Coordinator (ECC) or member of a campaign committee, would participating in a virtual training be of interest?

- Yes No

4. As ECC, would you be interested in traditional (group training) if the groups are 10 or less?

- Yes No

5. Do you prefer July or August for a virtual training?

- July August Either

6. How is your organization able to connect virtually? **Check all that apply.**

- Corporate intranet
- Online meeting platform
(Zoom/GoToMeeting)

- Email communications
- Other (please specify)

7. Which of the following virtual campaign tools would you be interested in for your campaign?

- United Way Video(s) you can send (youtube link) to your employees or view on United Way website
- United Way Speakers (Video)
- Digital United Way Brochures & other collateral to distribute to employees electronically
- Other (please specify):

8. What traditional paper materials are you interested in? **Check all that apply.**

- Pledge Forms (3part carbonless)
- Corporate Card
- Posters

- Brochures
- All electronic: for in-house printing or email/intranet distribution

9. Have you decided on campaign dates for this year?

- Yes No

If Yes, provide dates:

10. Would you consider running as an Early Bird Campaign this year (July – September)?

- Yes No

11. Any other questions or comments?

Submit Completed Form to: dcampbell@uwwcoh.org