



Head of the Lakes  
United Way

## 2020-21 Campaign Survey

1. Workplace/Organization Name: \_\_\_\_\_

2. Your Name: \_\_\_\_\_

3. Your Email: \_\_\_\_\_

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

Majority working remotely

Some working remotely

Reduced workforce

Furloughed employees

Other (please specify): \_\_\_\_\_

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

Traditional: how you've been running your campaign in the past.

Traditional with some changes (please specify): \_\_\_\_\_

Virtual: utilizing new digital assets with a customized plan.

Other or Questions (please specify): \_\_\_\_\_

6. As Campaign Coordinator or member of a campaign committee, would you be interested in participating in a virtual training?

Yes

No

7. What month/s would you prefer for a virtual ECC training? Check all that apply.

September                      October

Other (please specify): \_\_\_\_\_

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

Corporate intranet

Online meeting platform

Livestreaming platforms

Electronic message boards/display

Email communications

Other (please specify): \_\_\_\_\_

\_\_\_\_\_

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

United Way Video(s) you can send to your employees

Virtual United Way Speakers

Digital United Way Brochures & other Collateral to distribute to employees electronically

Virtual United Way Campaign Kick-Off Event

Virtual Q&A session with HLUW campaign staff

Virtual Engagement Opportunities while the campaign is running

Virtual Campaign Social Media Toolkit

Other (please specify): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

Pledge Cards

Posters

Brochures

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

Other (please specify): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. Have you decided on campaign dates for this year? If yes, please specify.

Yes: \_\_\_\_\_ No

12. Would you consider running an Early Bird Campaign this year  
(August – September)?

Yes                  No

13. What is your preferred date for campaign materials drop-off?

14. Are there any other contacts at your organization we should reach out to?

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

15. Additional questions or comments?

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