2020 Campaign Survey

1. Workplace/Organization Name:

2. Campaign Coordinator Name:

3. Campaign Coordinator 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 have been running your campaign in the past
   - Virtual: utilizing new digital assets with a customized plan
   - Rollover: continuous giving from previous year
   - Other or Questions (please specify)

6. As a campaign coordinator or member of a campaign committee, would participating in a virtual training, in lieu of attending a workshop in person, be of interest to you?
   - Yes
   - No

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

8. How is your organization able to connect virtually? Check all that apply.
   - Corporate intranet
   - Online meeting platform (Zoom, High Five, Go to Meeting, etc.)
   - Livestreaming platforms (Usually used in Town Halls)
   - Electronic message boards/displays
   - 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
   - Virtual tours
   - Digital United Way brochures & other collateral to distribute to employees electronically
   - Virtual United Way Campaign Kick-Off Event
   - Virtual Engagement (Volunteer) Opportunities
   - Mobile Cause (Text to Give)

10. What traditional paper materials are you interested in? Check all that apply.
   - Pledge Cards
   - Brochures
   - Posters
   - All electronic: for you to print in-house or email
   - Other (please specify)

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

12. Are you interested in running your campaign on one of our digital platforms – Salesforce Philanthropy Cloud or E-pledge? We can demonstrate these free platforms for you so you can see the advantages of using these platforms.
   - Yes
   - No

13. Any other questions or comments?