

VIRTUAL CAMPAIGN TOOLKIT

Online Tutorial

**Do you have an employee with a hidden talent or skill they want to share with others?
Invite them to share it with their fellow co-workers!**

Supplies Needed:

- *Digital video platform that is available to all participants. Could be Zoom, WebEx, Go-to-Meeting, etc.*
- *Any specialized equipment depending on the topics.*

Instructions:

- 1) *Reach out to individuals you know may have special skills they can share, as well as send out an email soliciting employees who would like to teach their co-workers about a certain topic or skill.*
- 2) *Work with the discussion leaders to set a date and time for their courses, perhaps as a lunch-and-learn series.*
- 3) *Email employees to inform them of the choices they have and to sign-up to attend. Sign-up can be done via Google sheet, or by emailing a designated individual. Email should also specify how to pay for the class.*
- 4) *Classes are conducted live via a video platform (Zoom, WebEx, Go-to-Meeting, etc)*

Suggested entry fee: Single-session class: \$5 total; Multi-session: \$5 per class

Questions?

**Contact Wendi Ames, Resource Development Manager
wendi@unitedwaysei.org**



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Consider giving the series a fun name, could theme it to your company's brand or work.

Sessions likely work best when kept to one hour or less.

Can offer incentives to employees who participate in the classes (gift cards, company swag, etc).

Equity considerations: As with all campaign activities, **this challenge should be optional** and care should be taken to address negative comments or microaggressions. You'll want to be careful to avoid "singling-out" employees to lead the courses. Employees should only teach the course if they voluntarily choose to, and feel comfortable doing so.

Access: Need access to and ability to use computer and internet, additional access may be needed depending on the nature of the course. **Mobility issues:** Dependent on the material chosen for instruction **Ability issues:** Dependent on the material chosen for instruction.

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