

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

United Way Campaign Jeopardy

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

This game was developed as a fun way to share information about our United Way Campaign. We typically invited teams to play in the weeks leading up to the kick-off so that they would be familiar with all aspects of the campaign by the time we were ready to start. We used this game as an information delivery tool, so it was free to play, and no donations were raised. This activity can easily be transformed into a fundraiser by suggesting a donation to participate and customizing questions to other topics!

Upfront Cost

No costs unless you want to include prizes for the winners.

Suggested Donation Amount

Free

Resources Needed

The game was set up in Power Point, so requires a computer and projector/screen if in-person or a virtual platform (Zoom/Webex, etc.) so all players can view the game board.

Instructions

1. Set up the game board in Power Point. We usually put the board on the first slide and each question and answer had its own subsequent slide. The game board spaces linked to the corresponding slide.

- We use three categories:
 - Fun & Games – These were all questions that highlighted the fundraisers and prizes associated with our campaign.
 - United Way, Who Are They? – This category was full of info about United Way so players could get to know the important aspects of their work.
 - Campaign Starts October 19 – We always named this category with the start date so that everyone would have to say the start date over and over (we hoped that would make it memorable!). This category was all about the logistics of the campaign, including how to pledge, the benefits of payroll deductions, where to find campaign information, etc.

2. Invite the team and department managers to play during team meetings. Teams could host the game themselves or invite the ECC to host. There was no cost to play but teams were given an extra entry into our Campaign prize drawing if they did play.

Best Practices

- This is a game, but we built it to be an information delivery tool. When you write your questions, think about the things you would want a brand-new employee to know about your campaign.
- We have teams who work in offices outside of our county, so we always made a version of this game for other counties. Ex. We have a lot of staff in the Milwaukee/Waukesha area, so we adjusted the 'United Way: Who Are They' category so that it had information specific to that area's United Way.

	Fun & Games	United Way: Who are They?	Campaign Starts October 19
100	Fun & Games - 100	Who Are They? - 100	Campaign - 100
200	Fun & Games - 200	Who Are They? - 200	Campaign - 200
300	Fun & Games - 300	Who Are They? - 300	Campaign - 300
400	Fun & Games - 400	Who Are They? - 400	Campaign - 400
500	Fun & Games - 500	Who Are They? - 500	Campaign - 500

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

Elf on a Shelf Scavenger Hunt

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

Take a familiar holiday tradition and expand it to the office! Elf on a Shelf can be a winter or summer activity. For one week the Elf is hidden in a new location every day. Employees pay an entry fee (donation to United Way Campaign) to search for the Elf and if they locate it, they submit the location for a daily prize drawing.

Upfront Cost

\$10 to purchase the Elf on the Shelf, any additional prizes/gift cards, etc.

Suggested Donation Amount

\$10 to participate.

Resources Needed

An individual to hide the elf and receive emails of submissions.

Instructions

1. Announce the dates of Elf on a Shelf Scavenger Hunt.
2. Daily: Hide the elf, receive emails from employees who locate it.
3. At the end of the week: Announce winners of daily drawings and locations of the Elf.

Best Practices

- Could also hide a company mascot or other holiday-themed item.
- Announce what giveaway's/daily prizes are as a teaser to get people to sign up.

Sample Communications

Hi Everyone,
I know we have quite a few new people since this time last year, so I just wanted to let you all know about the Elf on the Shelf that kicked off today! The elf is hidden in a different spot every day for two weeks. If you find him, send me an email and let me know where you found him, and your name will be entered into a drawing to win a prize. There is a prize given every day. The elf will be somewhere that is accessible to everyone (not in offices or someone's cubicle that isn't easily viewable). If there are any questions, please let me know. There is a \$10 entry (donation to United Way) to participate in the activity. Thank you in advance for your support!
Happy Elf Hunting!

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

Family Feud Tournament

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

The Family Feud tournament allowed employees to create teams who then played the Family Feud game head-to-head in a single elimination tournament. We held this throughout our Campaign month with teams playing after work hours. Each game lasts about 45 minutes, and teams only played one game a week until they were eliminated.

Upfront Cost

No costs unless you want to include prizes for the winning team.

Suggested Donation Amount

\$10 per person to play or \$10 to watch the tournament.

Resources Needed

- Team Sign Up Form (Wufoo, Alchemer, Google Forms, MS Forms)
 - Name of Team (encourage teams to get creative)
 - Team members' names and emails
 - Substitute team member name and email (not required)
 - Payment details (we used payroll deduction)
- Communications to teams about gameplay and bracket schedules
- Family Feud PowerPoint:
 - <https://www.lifewire.com/free-family-feud-powerpoint-templates-1358184>
 - We used the one from Rusnak Creative
- Questions/Answers for games
- Volunteers: the host and judge should be separate people
 - Host (who prepares questions/PowerPoint and facilitates game)
 - Judge (prepares bracket and keeps track of scores)
 - Communication (host, judge, or someone else can prepare the communications each week to the team members and pay-per-view participants)
- Virtual platform (Teams/Zoom/Webex, etc.)

Instructions

- We began planning in May with sign-ups beginning in July for an August tournament. We also recruited executives to play the Champion Team and ensured that the date was on their calendars early.
- Step 1: Get teams to sign up. We charged \$50 per 5-person team (or \$10 per person).
 - We also offered an option where staff members could subscribe to watch all of the games. Anyone who was on a team could also watch a game.
- Step 2: Once teams are signed up, the judge created the bracket and then decided game times/dates. We tried to keep the games on the same nights throughout the tournament and did offer to rearrange if someone was unavailable. Teams could also have one substitute per game for no cost if someone couldn't make it.
- Step 3: Each week we provided the team members with information about that week's games (times, links, etc..) and the rules of the game.

Best Practices

- Sprinkle in things about your company, your Campaign, or United Way in the questions to make things fun.
- Our Champion Team got the chance to play a team of our Executives. The Executives agreed that if the Champions beat them that they would each personally donate \$100 to United Way.
- Each game was 3 rounds with the winner being the team with the most points after round 3. We made round 3 double points.
- We did not play a lightning round.

Sample Communications

Email 1:

Subject: Family Feud Tournament Details (Including Bracket)

IT IS TIME TO PLAY THE FEUD!!! (Well, ALMOST time)

Thank you so much for joining us for our 1st ever virtual Family Feud Tournament! We promise it will be a lot of fun!!! Below are important details so please make sure to read them carefully:

- * Attached you will find the bracket including teams and dates/times for each game.
 - * Games will be approximately 30-45 minutes long.
 - * Games are scheduled for either Tuesday or Thursday and either 6:00 or 7:00 p.m. central time (7:00/8:00 Eastern; 5:00/6:00 Mountain; 4:00/5:00 Pacific)
 - * Take a look at all of the dates/times for that your team will POTENTIALLY play. If you win, you move on. If you lose, your team is out.
 - * Let your team captain know if you cannot attend any of the games.
 - * Captains, you can find an alternate to fill in for a team member who cannot attend. If you know that you won't have enough members to play, please contact me about rescheduling the game as soon as possible.
 - * All games will be played on Zoom, and you will receive a link prior to each game.
 - * You will get details about the rules/logistics at the beginning of each game.
 - * If you win the championship game, a \$500 donation will be made to United Way and you will play members of the Executive Team in the bonus round.
- If you have any questions, please feel free to reach out to <Insert name and contact info>.

Email 2:

Subject: It's Time to Play the Feud! Game Details

Thanks so much for participating in our inaugural Family Feud Tournament! Below are the details about this week's games. Your team is encouraged to have fun – dress up, change your Zoom background, or any other creative ideas!

Tuesday, August 4 NOTE NEW DATE AND TIME!!!

6:00 p.m. central - Superheroes vs Educimators

Thursday, August 6

6:00 p.m. central - We are Family vs D'Warriors

Here's how it will work:

1. Log into this Zoom link: <insert link> at least 5 minutes before your team is scheduled to play.
2. Please make sure to turn on your video. You can mute yourself whenever you are not answering a question.
3. When the game begins, each captain will be asked to enter their roster in the chat. The roster should be the order in which their team's players will play. The team captain ALWAYS goes first so they should be listed first.
4. The host will share how the game will work (see more details below).
5. The host will then ask each team captain to introduce their team members and share why they are playing for United Way.
6. The host will then display the first question and indicate the two players who can answer based on the roster submitted in the chat (See above #3).

Game Details:

1. Two players will face off. The host will read the question. (All other players will need to be muted; If someone answers out loud, their team could be penalized.)
2. The first player to 'buzz' in by hitting either the clap or thumbs up under reactions at the bottom of the screen. The host will call on the first one to buzz in to share their answer out loud.
3. If the answer shared is #1, that player has the choice for their team to PLAY or to PASS to the other team.
4. If the answer is not #1, the other team's player in the faceoff has an opportunity to give their answer to see if they can come up with an answer higher than the answer just given. If their answer is higher, that player gets to decide if their team PLAYS or PASSES.
5. Points from all answers in the faceoff are added to the "Bank."
6. The host will then ask the next teammate on the roster of the team playing for their answer. If their answer is on the board, points are added to the "Bank." If the answer is not on board, it is a STRIKE (X).
7. Players have 10 seconds to provide their answers. If they don't provide an answer in 10 seconds, it will be a strike.
8. Host will then move down the roster asking each player on the team the same question.
9. If a team gets all of the answers on the board before getting 3 STRIKES, that team wins all of the points in the "Bank."
10. If the team gets 3 STRIKES before they get all of the answers on the board, the other team gets one chance to steal.
11. As a group, the team will decide on one answer and the team captain will share that answer with the host. NOTE: teams can use channels outside of Zoom to communicate their answers to the team captain (text/Skype, etc...).
12. If the stealing team gets an answer on the board, they get all of the points in the "Bank." If they don't get an answer, the points go to the first team.

How Do You Win:

1. There will be 3 questions per game.
 2. First and second rounds are worth 100 points each. The final round/question is worth double! (200 points)
 3. The first time to 300 points wins – or the team with the most points at the end of the 3rd round.
- If you win, you will move on to the next game in your bracket! Good luck! Let's play the Feud!

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

Booo-st BINGO

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

For the week leading up to Halloween, play Booo-st BINGO virtually via Microsoft Teams. We called it “Boost” because it was the week of Halloween, and we have “Boost Points” employees get via an employee recognition site. “Boost Points” were some prizes given to winners.

Upfront Cost

No costs unless you want to include prizes for the winners.

Suggested Donation Amount

\$5 for one card, \$10 for three cards, \$20 for seven cards.

Resources Needed

- BINGO Cards
- Online payment processing service such as MobileCause.
- A platform for you to communicate BINGO numbers, such as Microsoft Teams.
- Online BINGO number generator, we utilized: <https://letsplaybingo.io/>.

Instructions

- Determine your dates to play BINGO.
- Determine when you want to sell BINGO cards.
- Create enough BINGO cards to distribute to purchasers.
- Advertise for the event and sell cards via MobileCause.
- Once cards were purchased, cards were emailed to employees.
 - MobileCause sent a report at the end of the day that alerted us who bought cards.
- Week of event from 9:00 am – 4:00 pm numbers were called every hour.
- Through our distribution channel of Microsoft teams, we published the numbers.
 - Current numbers pulled along with previous numbers called during THAT day were also published so participants could see all the numbers at once example:

Booo-st BINGO United Way:

B: 10, 13, 8

I: 30, 22

N: 40, 37, 42

G: 52, 54, 59

O: 73, 69, 65

- When a BINGO was called the participant had to email back their completed card for proof and “yell” BINGO in our distribution channel.
- Cards were ONLY cleared at the end of the day, and you could reuse cards even if you got a BINGO on them.
- All winners throughout the week were entered into a drawing to win various prizes offered
- Winners were announced via our company communication network.

Best Practices

Staff could purchase cards throughout the week. We did halt card sales on the last day. It can get pretty time-consuming sending out all the cards. Some people suggested the honor system and creating their own cards.

Sample Communications

Announcement:

NEW THIS YEAR to the United Way Campaign is Booo-st BINGO! You read that right, BINGO! We will be playing virtual BINGO to raise funds for United Way. Have fun while generating some friendly competition and have a chance to WIN 10,000 BOOST POINTS! Here is all you need to know about Booo-st BINGO!

- Booo-st BINGO! will run October 26 through October 30
- Everyone that purchases a BINGO card will be invited to the Booo-st BINGO Teams page
- You are welcome to purchase BINGO cards for yourself or your coworkers!
- Throughout the week (October 26 – October 30) 2 BINGO numbers will be published every hour from 9:00 am – 4:00 pm CST on the Booo-st BINGO Teams page
- If you have a winning card or cards (the more you buy the better chance to win) post BINGO on the Teams Booo-st BINGO page and submit your winning card to <Insert e-mail address> no later than 4:30 Friday, October 30.
- WINNERS will be chosen from the submitted winning cards on Monday, November 2 to win up to 10,000 BOOST POINTS and other exciting prizes
 - Cost: \$5 for 1 Card, \$10 for 3 Cards, \$20 for 7 cards

When to buy: Bingo Card sales start NOW and can be purchased up until Thursday, October 29

Purchase a BINGO card here: <Insert Link>

- Select the amount of Booo-st BINGO cards you want to purchase by entering your donation amount:
 - \$5 for 1 card
 - \$10 for 3 cards
 - \$20 for 7 cards (Buy some and share with your team!)
- Enter the required information as noted with the red asterisk *
- Select your company
- Enter Event Description: Booo-st BINGO (BINGO will do)
- Enter your payment information and then hit SUBMIT
- You will then be sent a Booo-st BINGO card from <Insert employee e-mail address>

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

United Way's Got Talent

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

Employees pledge money to see a Senior Leadership Team member's hidden talent. The two Senior Leadership Team members that receive the most pledges share their hidden talent during an all company meeting or Zoom.

Upfront Cost

None

Suggested Donation Amount

Open to any amount - no minimum

Resources Needed

If hosting virtually you will need Zoom or a similar application.

Instructions

- Get "buy-in" from Senior Leadership Team.
- Hidden Talent can be anything – from a creative art project to singing, dancing, etc.
- Promote the event to employees.
- Send daily updates on who is leading (competition is created as people try to boost the total of their favorite).
- Winners announced on last day of campaign.
- One winner performed during an all company zoom call; the other winner sent a creative art project card to each employee's home.

Best Practices

- Make it easy for people to donate – use a form or "text to give" so employees can just email or "chat" in their donation.
- As we got close to the deadline, there was a lot of last-minute donations as people wanted their "favorite" to win. Senior Leadership Team members also donated to their fellow Senior Leadership team members, hoping to "buy their way out" of winning.

Sample Communications

We did the majority of our communication via a "United Way Teams Channel" so the communication was short and sweet. We also did verbal updates during zoom all company calls.

Teams Channel Communication Example:

Here is an update for United Way's Got Talent. The top 2 will share/perform their "hidden talent".
(Listed names and amounts; linked to Form to Give)

Drumroll please.....

The numbers have been crunched and verified and the "winners" of our United Way's Got Talent (Penny Wars Style) Competition are (name and name). (Name and name) will be sharing their hidden talents in the near future (exact dates/times yet to be determined). Thank you to everyone who participated, we were able to add over \$500 to our United Way campaign totals! (List totals for each person)

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

Jeans Day

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

This is a super easy event, with not a lot of prep time needed. Office employees can wear jeans for a donation to United Way of SWI. Staff could wear jeans on Fridays for a \$5 donation.

Upfront Cost

None

Suggested Donation Amount

\$5 dollars for each Jean Day.

Resources Needed

Whichever messaging platform is preferred, such as e-mail or Teams.

Instructions

1. Select what days you want to designate. We chose Fridays.
2. Work with your payroll department to set up electronic deduction from paycheck – or collect cash.
3. Promote the event.

Best Practices

Promote often through e-mails, posters, intranet site, etc.

CAMPAIGN SPECIAL EVENTS

RECIPE BOOK

Trivia Nights

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

We held virtual trivia night events that were themed or general trivia. This could be an in-person event as well.

Upfront Cost

None

Suggested Donation Amount

\$5 per person

Resources Needed

- Virtual meeting platform with breakout room capabilities
- Trivia questions
- Survey platform for answer submission
- A way to track points

Instructions

- We sent emails to our employees informing them of the event and asking them to sign up.
- We sent an email communication with a link for payment and the Zoom meeting invitation.
- Before we wrapped up the event we asked for feedback from participants, including what theme they wanted for the next Trivia Night.

Best Practices

- Listen to feedback from participants on what would interest them or what could be done differently to make the event better
- When facilitating the event try and engage with the different teams and make people feel more comfortable

Sample Communications

We did the majority of our communication via a "United Way Teams Channel" so the communication was short and sweet. We also did verbal updates during zoom all company calls.

E-mail Communication Example:

Join us Wednesday, October 28th for a virtual Halloween trivia night. We will start at 5:30 pm with a thirty-minute social hour and trivia will start at 6pm.

Create your own team (\$5 minimum donation per person to participate, no limit to team size) and support United Way! Donations will be entered online and will go directly to the United Way's 2020 campaign fundraiser.

To sign up your team for this fun event, or if you have any additional questions, please email <insert contact>. If you are signing up as a team please include a team name, team members and an email address where you would like to receive the invite to the trivia event. Sign up deadline is Monday, October, 26th.