

Put the 'AMP' in your VIRTUAL Campaign

Employee Giving Campaign Themes, Incentives, and Activities Go Virtual!

United Way of Rhode Island knows many of you are working from home full- or part-time and things are looking different right now for our traditional employee giving campaigns.

Themes, activities, games and incentives are still your opportunity to add a little something extra to your United Way employee giving campaign. Not only can they raise additional money, they can be instrumental in team development, creating excitement, and educating colleagues about United Way. And we can all use a little more connection and fun right now.

Let your imaginations run wild, or use some of the following ideas to make your campaign memorable, exciting and successful. Through these ideas you can build morale and enthusiasm, bring employees from different departments together, energize individuals, encourage first time givers, and increase donations.

Themes

BE A SUPERHERO

This theme is a fun way to make individual employees feel special by recognizing them as "superheroes." When you give your time or donate to United Way, you're truly making a "super" difference in our community!

- Have senior management dress up in superhero costumes for a virtual rally or meeting.
- Ask staff to add superhero-related decorations to their workspace or virtual backgrounds.
- Ask staff to be a superhero in their own community and do a random act of kindness and post it on your company intranet or on social media with #LiveUnitedRI.

TEAMWORK MAKES THE DREAM WORK

This theme is great to strengthen employee morale and build teamwork, plus is a fun, active way to get employees engaged in your campaign.

- Have a virtual sports trivia competition .
- Let employees have a casual Friday where they wear their favorite team colors.
- Do a virtual 5-K walk/run or other team activity challenge.

BACK TO SCHOOL

This theme is a great way to remind employees that they are always learning and growing AND connect to one of the key impact areas for United Way giving.

- Have virtual class on cooking or another special skill
- Do a virtual drive for school supplies. Kids still need pencils, erasers, notebooks, and snacks no matter what "school" looks like.
- Host a virtual volunteer event to make literacy kits for kids.
- Ask staff to post their yearbook photos as their profile pictures during the campaign.

VEGAS

Use the popular slogan, “What happens in Vegas stays in Vegas” to put a fun twist on United Way’s message of “What’s raised here stays here.”

- Have a virtual decorating contest among departments in your home workspace– whoever does the best Vegas theme wins!
- Play e-Bingo during the campaign.
- Have a virtual Karaoke event for Vegas-style entertainment.



WE LOVE THE '90's

Party time! Celebrate your employees’ memories of the ‘90’s while having a fun campaign sprinkled with lots of laughter.

- Hold a ‘90’s movie marathon as an incentive.
- Bring a karaoke machine to your rally.
- Have a “worst ‘90’s outfit” contest online.
- Have a virtual ‘90’s trivia contest.

Virtual Special Events

Set up online platforms that are best for your company to host additional fundraising challenges to boost engagement with your team! A great way to build community and fundraise. Collect donations via mail or through an online platform of your choice or just us these events as a reminder to give during the campaign.

Coordinate with your United Way of Rhode Island representative about specific project requirements, timeframes and platform considerations. We are here to help you have fun and raise money.

Virtual Talent Show or Open Mic Night – Let your employees shine! Ask employees to contribute a suggested donation “cover charge” to receive a link to a virtual talent show or open mic. Have a host to make the event fun and efficient.

HOW TO:

- Determine if this event will be live or through video submissions.
- Pick a start and end date for contestants to submit their talents or talent videos.
- Promote either live or recorded event with clear end dates and instructions to employees. Determine if the winner(s) get a prize to add additional excitement.

IF LIVE: promote a day/time to host event through an online meeting platform and determine the run of show based on submissions. Attendees to contribute a suggested donation for entry to view the show. At the end of the event, set up a poll for attendees to vote on their favorite acts.

IF RECORDED: Determine final day to accept video submissions. Once all submissions are received, share videos of the acts through YouTube, Vimeo, or Google Drive. Have employees vote for their favorite by making a suggested donation as a vote towards the winner. Clearly define an end date and time and whoever has the most donations at the end is the winner!

- Send thank you messages to all participants and contestants and share links to all videos or recording of the event.
- Follow up with winner to provide a prize.

Virtual Bake Sales – A classic fundraiser turned virtual. Instead of buying treats, buy recipes with a suggested donation to make at home!

HOW TO:

- Determine length of time to run virtual bake sale and promote through email, intranet, and/or company social media.
- Gather family or favorite recipes from employees and create a virtual cookbook either with Microsoft Word, Google Pages, or an e-book website.
- When employees make a donation, follow up with a link to the recipes or send the document.
- Encourage employees to make items and share photos/videos of the final product to promote throughout the timeframe.

Virtual Crafting/Cooking Classes – Have employees teach their skills to fellow employees by hosting an online class. Have employees contribute a suggested donation for a link for each class.

HOW TO:

- Select an online meeting platform and set a date and time for event. Select colleagues willing to teach a virtual class.
- Choose a start and end time to collect funds through an online platform and promote through emails, intranet, and/or company social media.
- Determine number of employees who are able participate in the online classes. Each class will need its own event confirmed on company calendar.
- Promote a day/time to host event through online meeting platform. Attendees contribute a donation for a ticket to participate in the class.

Virtual Video Contest – Create challenges for your staff and ask participants to take a picture or video completing the challenge. Each challenger donates a set amount and nominates others to make a donation and complete a challenge. Share on social media or internal workplace intranet for added fun!

HOW TO:

- Choose a start and end time for event to encourage more participation.
- Promote through email, intranet, and/or company social media.
- Keep track of all employees who have completed the challenge and ask them to submit their contributions to company PayPal or through third party online platform.

Host a Movie Day – Host a time for employees to take a break and watch a movie! Employees can join the movie by registering with a suggested donation.

HOW TO:

- Create and install a Netflix Party account and ensure that it is compatible and allowable for employees.
- Provide the link to the event details to registered attendees
- Select an online meeting platform and set a date, time, and movie selection for event.
- Send party URL to all participants to join Netflix Party (<https://www.netflixparty.com/>).

At Home Fashion Show/Costume Contest – Select leadership to model in an at home Fashion Show or Costume Contest. Each leader is given different looks in different themes (pajamas, formal wear, etc.) or ask them to wear a costume. Encourage employees to contribute a “cover charge” with a suggested donation for admission to attend.

HOW TO:

- Provide the link to the event details to be included in registration email.
- Select an online meeting platform and set a date, time, and themes for event.
- Designate leadership/employees to participant as models and have them either record their looks or set a schedule for themes/looks to run live.
- At the end of the event, set up a poll for attendees to vote on their favorite looks.

Virtual 5K – Employees register and contribute a suggested donation and choose their own path to get outside and safely participant in group health challenge.

HOW TO

- Choose a start and end time to collect funds through an online platform and promote through email, intranet, and/or company social media.
- Determine a date and time for official 5k event. On that date, attendees will determine the route based on safety and current location.
- Consider having employees ask for sponsorships from friends and families to increase contributions.
- Ask attendees to record their route, take videos and photos to share.

Virtual Trivia Night – Run a virtual trivia night with employees looking to have fun and test their knowledge,

HOW TO:

- Set up a set up a third party fundraising site to register attendees.
- Determine if employees can register as a team or individually and make a suggested donation for both options.
- Select an online meeting platform and set a date, time, and promote through email, intranet, and/or company social media.
- Determine how to facilitate the game:
 - Set up an account with online trivia platform
 - Set up an account and create your own trivia through online presentation platform such as Mentimeter or Kahoot!
 - Create your own trivia questions and presentation through PowerPoint and use chat box for answers.

Cute Pet Contest – Employees submit photos of their pet and your audience votes via donation and decides who is cutest.

HOW TO:

- Choose a start and end time to collect funds through online platform and promote through email, intranet, and/or company social media.
- Participants will submit photos to internal corporate contact to share out before voting.
- Employees vote for the cutest pet by making a contribution at a set or suggested donation.
- Determine what prize will be given to winner, even if just bragging rights.

Bingo – Host a Bingo game to send Bingo cards and call numbers during a virtual meeting. Encourage employees to contribute a “cover charge” for entrance and receive determined amount of Bingo cards. Distribute additional Bingo cards for contributions for additional fundraising.

HOW TO:

- Set up a set up a third party fundraising site to register attendees.
- Select an online meeting platform and set a date and time for event.
- Choose a start and end time to collect funds through online platform and promote through email, intranet, and/or company social media.
- Determine how many rounds to play and whether there will be prizes for winners.
- Create account on virtual Bingo platform such as myfreebingocards.com or bingomaker.com; be sure to confirm account as some free accounts have limitations.
- Send Bingo cards or link to virtual bingo game prior to game.

Silent Auctions Online – Purchase or collect items that your team would want to bid on and create a virtual silent auction. The highest bid wins!

HOW TO:

- Collect auction items for event and determine starting value.
- Set and use a silent auction site like 32auctions.com to run the auction.
- Determine length of time to run silent online auction and promote through email, intranet and/or company social media.
- Follow up with winners to collect payments and distribute items won.

Volunteer Engagement

Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.

The full list of opportunities available can be found at www.uwri.org/wp-content/uploads/2020/08/Volunteer-Engagement-Info-Sheet-United-Way-of-RI-2020.pdf.

Incentives

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Plus, using incentives in your campaign raises the per capita gift by an average of 240%.

HOW TO STRUCTURE AN INCENTIVE PROGRAM:

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, and then decide how to set your incentives

- By individual participation: Anyone who participates is eligible.
- By timeframe: Anyone who contributes by X day is eligible for a prize/drawing (early bird)
- By increase: Anyone who increases their gift over the previous year by ___ % is eligible for a prize.
- By gift level: Anyone who gives XX dollars or more is entered into a special drawing.
- By company goal: If the company achieves XX% participation, senior leadership will wear a costume or sing a song at the next virtual all-staff meeting.

Incentives for a virtual campaign

Incentives are flexible to any organization and any budget. Solicit your vendors or local businesses for give-a-ways. Incentives do not have to cost a lot – like a virtual lunch with the CEO, ask an employee who has a special talent (baking, woodworking, etc) to donate their services or an incentive item.

- Use delivery service to deliver items to your employees – dinner for family, flowers, coffee, set up wish list on Amazon.
- Company promotional items.
- Virtual gift cards for at home needs - delivery services (Grub Hub, DoorDash, Uber Eats) Local businesses/restaurants, grocery stores, department stores, Amazon.
- Additional PTO Days.
- Virtual lunch with your CEO or other leadership.
- Late start/leave early day / longer lunch break.
- Shout-outs in meetings, newsletters, on social media, and/or on company intranet.
- Host virtual meeting for a gratitude thank you event. Partner with your contact at United Way of Rhode Island to plan a great wrap up event!
- Personalized thank you from CEO.
- Custom thank you e-card or video from leadership.
- Best parking spot upon return to office.