

# VIRTUAL FUNDRAISING SUGGESTIONS!

Set up online platforms that are best for your company to host additional fundraising challenges to boost engagement with your team!

## Virtual Concert –

Partner with a local artist or talented employee to host a virtual benefit concert for your team. Use a platform to register attendees so that they can purchase tickets for entry.

### HOW TO:

- Determine if this event will be live or through video submission.
- Partner with a local artist or employee to host a company concert and promote through email, intranet and/or company social media on how to purchase tickets.
- If external partner is used – confirm technology is compatible and determine if livestreaming is an option.

Have a practice session prior to event to ensure all issues are resolved.

- IF LIVE: promote a day/time to host event through online meeting platform.

Attendees purchase a ticket for entry to view the show.

- IF RECORDED: promote a day/time to host event through online meeting platform.

Share videos of concert through YouTube, Vimeo, or Google Drive.

- Send thank you messages to all participants and performer(s).
- Submit ticket sales proceeds to United Way.

## Virtual Talent Show or Open Mic Night –

Let your employees shine! Ask employee 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 + 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 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 received, share videos of 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 and submit donations to United Way

## 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
- Gather family or favorite recipes from employees and create a virtual cookbook either through Microsoft Word, Google Pages, or 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.
- Submit donations to United Way.

## Pie in the Face –

A classic fundraiser gone virtual. Select several leaders within your organization and set a goal – whichever leader has the most votes, gets a pie in the face! Employees can contribute a vote through a suggested donation. Enlist friends and family to pie the leader in the face either live in a virtual meeting setting or recording and sharing through YouTube, Vimeo, or other sites.

### HOW TO:

- List the names of volunteered leadership with ability to make a donation per leader.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Once event ends, calculate and confirm the leader with the most votes or highest donation total.
- Coordinate with leader when/where they will be pied in the face (live or recorded) and share with staff.
- Submit donations to United Way.

## Cooking Class –

Find employees to host or record a cooking demonstration or partner with a local chef in the community to teach an online cooking class. Register attendees with a suggested donation to learn new meals or different techniques to learn.

### HOW TO:

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote
- IF LIVE: promote a day/time to host event through online meeting platform. 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 received, share videos of acts through YouTube, Vimeo, or Google Drive during the day/time confirmed for event.
- Submit donations to United Way.

## Happy or Social Hours –

Employees can contribute a suggested donation for link to happy hour.

### HOW TO:

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote
- During happy hour, consider playing games, hosted conversation topics, or having a theme.
- Create or share cocktail and non-alcoholic drink recipes.
- Submit donations to United Way.

## Host Movie Day In –

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/>).
- Submit donations to United Way.

## At Home Fashion Show –

Select leadership to model in an at home Fashion Show. Each leader is given different looks in different themes (pajamas, formal wear, etc.). 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.
- Submit donations to United Way.

## Employee Online Tutorials –

Have employees teach their skills to fellow employees by hosting online tutorials. 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.
- Choose a start + end time to collect funds through online platform and promote
- Determine number of events and employees who are able to host online tutorials.

Each class will need its own event confirmed on company calendar.

- IF LIVE: promote a day/time to host event through online meeting platform.

Attendees contribute a donation for a ticket to 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 received, share videos of acts through YouTube, Vimeo, or Google Drive.
- Submit donations to United Way.

## Virtual Video Contest –

Create challenges for you 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.

### HOW TO:

- Choose a start + end time for event and to collect funds through third party online platform.
- Promote through emails, intranet, and/or company social media.
- Keep track of all employees who have completed the challenge and ask them to submit contribution to company PayPal or through third party online platform.
- Submit donations to United Way.

## 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.
- Select an online meeting platform and set a date, time, and promote

- Determine how to facilitate the game:
  - Set up an account with online trivia platform
  - Set up an account and create your own trivia through platforms such as Mentimeter or Kahoot!
  - Create your own trivia questions and presentation through PowerPoint and use chat box for answers.
- Submit donations to United Way.

## 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 + end time to collect funds through online platform and promote
- 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.
- Submit donations to United Way.

## Silent Online Auctions –

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
- Follow up with winners to collect payments and distribute items won.
- Submit donations to United Way.

Coordinate with your United Way Representative about specific project requirements, timeframes and platform considerations.

**\*\*For any events hosted by United Way and/or using United Way's tax ID, products or services offered as prizes may not include firearms and ammunition; tobacco products; adult entertainment; gambling/gaming items; and/or cannabis/marijuana products.**

## ❖ GIVE EMPLOYEES EXTRA **INCENTIVES** BASED ON THEIR ENGAGEMENT DURING THE CAMPAIGN!

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| <ul style="list-style-type: none"> <li>• New or returning donors</li> <li>• For an increased gift</li> <li>• Heart Club Leadership Donors (\$250+)</li> <li>• Department or team compete for top results</li> </ul> | <ul style="list-style-type: none"> <li>• Donation Level: gives \$XX dollars or more is entered for incentive</li> <li>• Company Goal: If the company achieves XX% participation, all employees receive incentive</li> </ul> |
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## ❖ **INCENTIVE IDEAS!**

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| <ul style="list-style-type: none"> <li>• Company or LIVE UNITED Store promo items.</li> <li>• Gift cards for at home needs or to local businesses / restaurants, grocery stores, department stores,</li> <li>• Additional PTO Days</li> <li>• Late start / leave early day / longer lunch break.</li> </ul> | <ul style="list-style-type: none"> <li>• Shout-outs in meetings, newsletters, on social media, and/or on company intranet</li> <li>• Host virtual meeting for a gratitude thank you event. Partner with United Way to plan!</li> <li>• Personalized thank you from CEO.</li> <li>• Custom thank you e-card from leadership.</li> <li>• Best parking spot upon return to office.</li> </ul> |
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