

Unite to fuel Change



Greater Twin Cities
United Way

2020 VIRTUAL SPECIAL EVENT IDEAS

LOOKING FOR WAYS TO ENGAGE EMPLOYEES VIRTUALLY DURING THE CAMPAIGN?

With a little creativity, most events can be done remotely. Here are some fun activities you can incorporate into your employee giving campaign to get your teams together virtually and raise funds for our community.

FOOD

Host a cooking show

Set up a virtual meeting and have a team member facilitate a cooking class. Utilize a live-stream platform for a meeting and a donation platform for ticket sign-up (MobileCause/CrowdRise). This could also be done for wine/beer/spirits tastings, etc.

Blue ribbon contest

Employees submit photos of home-grown vegetables/flowers. Team members and/or employee population votes for the best ones. The employee who wins the Blue Ribbon gives a live video tour of their winning garden.

Build a cookbook with cook at home challenges

Provide themed categories (creatively named or just descriptive like bread, grill-out, no-meat, etc.) and ask team members to submit their favorite recipes in each of those categories. Over a longer period (e.g., a month) ask them to try the different recipes that have been submitted and vote for their favorites. Create hashtags, have them post pictures, etc., to get the buzz going, and then celebrate the winners of each category. Create a cookbook of all the submitted recipes.

Lunch kick off

Utilize food-delivery applications to coordinate a campaign kickoff lunch. Everyone can enjoy a meal during a virtual lunch to kick off this year's employee giving campaign.

PHYSICAL ACTIVITY

Virtual 5K walk/runs

Hold a virtual 5K walk/run with online sign-up – individuals run/walk on their own time (within a given time frame), in a location of their choice, and upload their personal results and photos to the site. You can utilize running apps to track more detailed time/distance/route.

Golf tournaments

Smaller and/or socially distant groups, staggered tee times, all electronic communications through emails, texts, intranet posts, and social media. Make it fun with raffles, mulligans, etc., and kick it up even more with challenges.

Survivor

Create teams to compete against one another, including at least one member from leadership for each team. Have mental and physical challenges each day for a week where teams compete for prizes. Post challenges on the site and have teams upload their answers and photos and/or videos of physical challenges.

ONLINE CONTESTS/COMPETITIONS

Who is it? Picture contest

Gather baby pictures of co-workers. Post photos on your intranet and use a form to collect guesses. Have a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. You can also have employees try their luck at matching high-school photos, pet pictures or match celebrity pictures to leadership. Give an award for the most correct matches.

Photo challenge

Employees sign up in teams and pay a registration fee. Have a list of places or actions that need to be photographed. Most photos wins or consider assigning points to each photo on the list. More difficult photos can be worth more. The team with the highest points wins.

Talent competition

Calling all artists, poets, jugglers, acrobats, singers, dancers, and anyone with a special talent: SHOW US WHAT YOU GOT! Employees register for the event and identify their talent. Post photos or videos (two minutes or less) demonstrating their skill. Employees select the winner.

Silent auction

Solicit local businesses or employees for donated items. Host the auction online and do bidding virtually. You can put a twist on the auction and only auction off gift cards or merchandise from local businesses and restaurants that have been impacted most by COVID-19.

Video game Olympics

Facilitate a tournament for co-workers who enjoy video games. Utilize Twitch, Zoom, Teams, Google Hangouts, etc. The games could also be computer-based.

