

VIRTUAL EVENT GUIDE

Creating excitement and bringing employees together is an important part of your United Way Simcoe Muskoka campaign, especially during COVID-19. With some working from home, this is the time where your team might need fun and interaction with their co-workers. Although you may not be able to host your favourite fundraising event this year in-person, you can always take it virtually. Below you'll find new and exciting examples of activities you can do virtually this year.

Activities Included:

- Fundraising Challenge
- Virtual Run/Skate/Ride
- Virtual Silent Auction
- Online Voting Contest
- Virtual Paint or Craft Night
- Digital Download with Donation
- Online Talent Show
- Trivia Challenge
- Virtual Lip Sync Challenge
- Virtual Scavenger Hunt
- Online Tutorial

Fundraising Challenge

Have your colleagues take part in a challenge that raises money for United Way Simcoe Muskoka. Find a challenge that's entertaining, challenging, or just fun!

SUPPLIES NEEDED:

- Peer-to-peer fundraising tool to be used by participants or a fundraising page on company's website.
- Participants will need access to a device to record video with audio.

HOW TO DO IT:

1. Set up an online fundraising page if applicable.
2. Send an email to your co-workers inviting them to participate in a challenge of their choice to raise money for United Way Simcoe Muskoka. Invite your colleagues to participate as individuals or in virtual teams. Give them a list of challenge ideas (below).
3. Participants will reach out to coworkers, friends and family to reveal challenge and ask for donations while completing the challenge.
4. Promote challenges being done by participants on your website or on social media to attract more attention. Share videos of participants completing the challenges.

CHALLENGE IDEAS:

- **Readathon:** friends and family make a donation based on how many books read, or by how many minutes spent reading.
- **All-Day Game Challenge:** collect donations while playing a video game or board game for a set number of hours straight.
- **Physical Challenge:** for every \$10 raised, for example, commit to doing a physical challenge, such as climbing a set number flight of stairs, doing a number of push-ups, planks, or any other physical feat.
- **Dare Challenge:** for every specific amount raised, commit to doing something that a friend dares you to do.

TIPS:

- Encourage participants to add a personal touch by filming themselves doing the challenge and feature video clips in your email communications or intranet to inspire others to participate or donate.

Virtual Run/Skate/Ride

Pledge to run or walk a number of kilometers or a number of consecutive days for donations.

SUPPLIES NEEDED:

- Online fundraising page.

INSTRUCTIONS:

1. Determine race date, length of race, and how to raise money during event – can charge a sign-up fee or ask for donations. Participants can also collect pledges from friends and family.
2. Set up an event sign-up and fundraiser page.
3. Send invitation to colleagues inviting them to participate in the virtual run and direct them to sign-up page.
4. Promote the race via email to colleagues or on social media so community can donate.
5. Provide inspiring messages, images, and tips to keep participants motivated during the race, and update community on fundraising efforts.
6. Have participants send photos and updates to be shared on social media.
7. Award prizes to who fundraised the most or completed the race the fastest, for example.

TIPS:

- Find ways to recognize participants, such as mailing a “race” t-shirt to those who meet a fundraising minimum, or profile them on social media. T-shirts can also be sold instead of given out to every participant.
- Go live on Facebook or Instagram to thank participants and give final fundraising update at the end of the day. Remind participants to send in their photos.

CHALLENGE IDEAS:

Don't want to host a virtual run? Try these ideas instead:

- Yoga
- Meditation
- Jump rope
- Cycling

SUGGESTED PRIZES:

- Certificate/trophy for most successful fundraiser, fastest time, etc.
- Gift cards

Virtual Silent Auction

Launch an online auction to benefit United Way Simcoe Muskoka – the highest bid wins!

SUPPLIES NEEDED:

- Auction items.
- Silent auction software. Take a look at:
 - 32 Auctions

INSTRUCTIONS:

1. Collect prizes that can be auctioned off to your colleagues. Put out a call for items, services, and virtual experiences to co-workers and have help collecting a variety of items.
2. Choose when the auction will run.
3. Determine opening bids for each item. Typically, opening bids start at about 35% of proposed item value.
4. Take or collect photos of each item that will be in the auction.
5. Upload items into the silent auction software. Send a list of items to your colleagues via email as a preview to what will be auctioned, and let them know when the auction will be taking place.
6. Promote the auction via email and on social media to your colleagues.
7. Announce the auction winners when bidding is closed and deliver items to the winners.

TIPS:

- Encourage your co-workers to donate popular items (gift cards, wine and spirits, gift baskets, etc.) as well as unique and rare items. Variety is key!
- It doesn't have to be completely silent – think about livestreaming during the auction period and reaching out to your colleagues. Tell them more about United Way Simcoe Muskoka and what their donation will impact their community. You can also talk about the items up for auction.

Online Voting Contest

Host a virtual contest where every dollar donated is a “vote” to select a winner!

SUPPLIES NEEDED:

- Page on website to show contenders and fundraising goal.

INSTRUCTIONS:

1. Choose a topic for the voting contest – you can choose anything!
2. Pick a start and end date for the voting contest and reach out to your colleagues to explain the event and ask for submissions before the deadline.
3. Send an email to everyone once the voting period begins and direct them to webpage.
4. Update everyone on voting results and fundraising goal.

TIPS:

- Use social media and email to communicate voting progress and encourage more votes.
- The voting contest can be about anything. Here are some examples:
 - Cutest pet
 - Best photograph
 - Best short story
 - Funniest colleague
 - Most talented (quick way to host a talent show – have your colleagues upload a 2 minute video of them performing their hidden talent!)
 - Best name (name for a product, name for a baby – anything!)

SUGGESTED VOTING FEE: \$1 per vote

Virtual Paint or Craft Night

Get creative with your colleagues by hosting a crafting or painting session for donations!

SUPPLIES NEEDED:

- Digital platform that is available to all participants. Could be your company's intranet, a page on Microsoft Teams, Google Drive, etc.
- Art supplies for participants (if providing for them) or list of supplies needed.

INSTRUCTIONS:

1. Send out an email to co-workers asking for a teacher to guide participants in creating a painting or craft.
2. Set up a date and time for event.
3. Decide on a painting or craft with the teacher and share the final product with an invitation to colleagues to participate in event.
4. Have your colleagues pay a donation to participate – it can be a set dollar amount or leave it open.
5. Send out a list of supplies required to create the craft or painting to participants. Have your colleagues purchase supplies, or have them delivered to participants before the event.
6. Host the tutorial on Zoom or another platform and demonstrate how to create the art or craft step-by-step.

TIPS:

- If creating a craft, choose one that uses supplies that people may already have at home.
- Create the project or painting beforehand. You'll want an example to show participants, and you'll have a better idea of how to explain each step.
- Make sure the project is easy! The point of this event is to get together virtually and raise money for a good cause, so simple is better.

SUGGESTED PARTICIPATION FEE: \$10

Digital Download with Donation

Have a colleague create something that others can download with a donation!

SUPPLIES NEEDED:

- Page to show available download – can be on your company’s website, intranet, or can be sent via email.

INSTRUCTIONS:

1. Reach out to your colleagues and ask them to create a digital product that can be downloaded.
2. Send an email to co-workers or post on your company’s website/intranet letting everyone know the product is available to download with a donation.
3. Send the product to those who made a donation.

TIPS:

- Can put a suggested donation on each product – will vary depending on product.
- Here are some examples of products that can be created:
 - E-book
 - Cookbook/Meal plan
 - Computer/phone wallpaper
 - Tutorial on a variety of topics
 - Original artwork
 - Sewing/knitting patterns
 - Original Music
 - Colouring pages
 - Photographs
 - Printable activity books for kids or adults
 - Workout plan

Online Talent Show

Hosting an online talent show is a great way to share the talents your colleagues have, get to know each other better, and have some fun while supporting United Way Simcoe Muskoka!

SUPPLIES NEEDED:

- Digital platform that is available to all participants. Could be your company intranet, a page on Microsoft Teams, Google Drive, etc.

INSTRUCTIONS:

1. Find talent by sending out an email. Ask for people who have a hidden talent and are interested in being a part of a fun and exciting opportunity.
2. Schedule a virtual event date that's at least one month in advance to give the performers time to practice and to give you time to market the event. Provide your performers with a performance time.
3. Promote the show – start with a “teaser” email that reveals something exciting is happening soon. Two weeks prior to the event, send an invitation to all employees to tune in to view the performances.
4. Set up a page where viewers can register and pay an entrance fee. Those who registered to watch will receive a link to the performance.
5. Choose an MC to host the event.
6. Each person who attends can cast a vote (via email) for the performer of their choice. The performer with the most votes can win a Certificate awarding them the title of (Company Name) Super Talent Award 2020.

TIPS:

- Example talents include: singing, dancing, rapping, poetry, reading, acting, magic, etc. The more diverse talents, the better the show.
- Confirm with performers one week before the event takes place to make sure schedule still works for everyone.

SUGGESTED PRIZES:

- Certificate awarding winner title of (Company Name) Super Talent Award 2020.
- Mention winner in company newsletter or all staff/team email if applicable.
- Extra vacation day

SUGGESTED ENTRY FEE: \$5

Trivia Challenge

Virtual trivia is a fun way to break up the workday, get the brain moving, and lets participants show expertise on various topics all while supporting United Way Simcoe Muskoka!

SUPPLIES NEEDED:

- A set of trivia questions. They can be work related or can come from other topics of interest – sports, music, film, history, science and geography are all popular. You can use the following website to get you started:
 - Triviawell.com
 - Trivia.fyi
- Digital platform that is available to all participants. Could be your company intranet, a page on Microsoft Teams, Google Drive, etc.

INSTRUCTIONS:

1. Send an email to invite employees to participate via email or posting on the company intranet or on a page in Microsoft Teams or Google Drive. Also inform them of the entry fee to participate and how to pay the fee.
2. Decide what platform you will use to post your trivia questions. Create questions, answers, multiple choice, and fill in the blank to make it more interesting for your participants.
3. Email employees to advise them of your schedule and what platform you will use so that they can anticipate each trivia question.
4. Advise participants to alert you via the digital platform you use as soon as they have an answer. The first correct answer wins!

SUGGESTED PRIZES:

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items (t-shirts, thermoses, lanyards, etc.)
- An ideal parking spot if working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

SUGGESTED ENTRY FEE: \$5

Virtual Lip Sync Challenge

Host your own Lip Sync Battle and see who can rock more than everyone else!

SUPPLIES NEEDED:

- Participants will need access to a device to record video with audio and direct connection, data or Wi-Fi to upload a file.
- Digital platform that is available to all participants. Could be your company intranet, page on Microsoft Teams, Google Drive, etc.

INSTRUCTIONS:

1. Send an email to invite employees to participate by submitting a video either via email or posting on the company intranet or on a page in Microsoft Teams or Google Drive. Also inform them of the entry fee to submit a video and how to pay the fee. Limit of one video per participant.
2. Decide the best way to post the videos for all to see. You can post all at once or come up with an elimination system to narrow down to a final number to vote.
3. Email employees to inform them of where videos can be seen and invite them to vote on their favorite videos. Voting can be done via a Google form or Survey Monkey survey. Alternatively, employees can vote using donations, and the winner is the one who receives the most donations

TIPS:

- Encourage your company leaders to participate to increase the excitement surrounding the event.
- Feel free to identify an employee that is a digital “host” of the challenge and post their own videos to hype up the competition.

SUGGESTED PRIZES:

- Video that receives the most donations in its honour is crowned the grand champion – receives trophy (can be homemade) and gift certificate or cash prize.

SUGGESTED ENTRY FEE: \$5

Virtual Scavenger Hunt

Organize a scavenger hunt that employees can complete from home. The hunt can be themed to your company, United Way Simcoe Muskoka, or to just everyday objects found around the house.

SUPPLIES NEEDED:

- Device capable of taking photos – phone, camera, tablet, etc.
- Determined platform for photo-sharing (e.g. email the lead, Facebook, Teams)
- Employees need a data plan or access to WiFi to upload photos.
- Scavenger hunt resource sheet.

INSTRUCTIONS:

1. Use the customizable scavenger hunt template provided below. It already has scavenger hunt ideas that can be found around the house, but determine if you want to customize the items to suit your company. Fill in the items you want participants to find.
2. Choose a platform for participants to use to upload their photos and keep track of their points. Your organization will need to determine the number of points that will be rewarded per item, and the start and stop time of the hunt.
3. Send out an email to employees describing the game and asking those interested in participating to sign-up. Email should specify how to pay to enter the game.
4. Once your organization has a list of those who have paid to enter the game, email participants the scavenger hunt list.

TIPS:

- To raise additional funds, you can sell “Bonus points” for the suggested amounts:
 - \$5 for 100 points
 - \$10 for 200 points
 - \$15 for 300 points

SUGGESTED PRIZES:

- Consider awarding a prize to the top 1-3 finishers. Suggestions include gift cards, a half-day off, reserved parking space

SUGGESTED ENTRY FEE: \$5



Virtual Scavenger Hunt Template

Battery	Bird in a tree
Stop sign	Pine tree
Paper airplane	Crayon
Package of oatmeal	Plant
Bumper sticker	Squirrel
Roll of tape	Candle
Table lamp	Tissue box
Bookmark	Children's toy
Red paper clip	Box of cookies
Wrapping supplies	Drawing
Christmas lights	Chocolate
Dog on a walk	Favourite song

Online Tutorial

Do you have an employee with a hidden talent or skill they want to share with others? Invite them to share it!

SUPPLIES NEEDED:

- Digital video platform that is available to all participants. E.g. Zoom, WebEx, etc.
- Any specialized equipment depending on the topic of the tutorial.

INSTRUCTIONS:

4. 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.
5. Work with the discussion leaders to set a date and time for their courses, perhaps as a lunch-and-learn series.
6. Email employees to inform them of the choices they have and to sign-up and 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.
7. Classes are conducted live via a video platform (Zoom, WebEx, etc).

TIPS:

- Consider giving the series a fun name – you can 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 classes (gift cards, company swag, etc).

SUGGESTED ENTRY FEE: \$5 per class