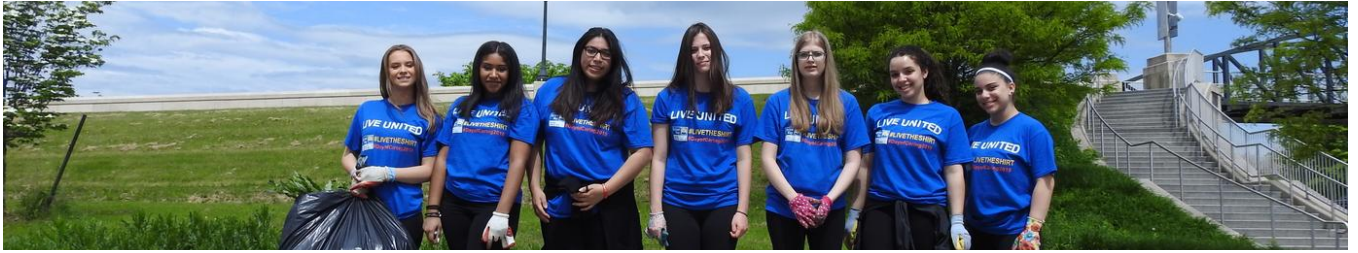


# VIRTUAL CAMPAIGN ENGAGEMENT IDEAS



**With COVID-19, Campaign Kick-Off and fundraising activities just won't be possible this year – but don't fret! There are still fun ways to engage your team, whether they are in the office, working from home or both.**

**Below, we've compiled ideas for Virtual and In-Person fundraising that you and your team can leverage this campaign season. Explore ideas to discover how you can still effectively and meaningfully raise funds for those in need while inspiring your team to connect during this difficult time.**

**SPIRIT WEEK:** Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, 80's Day, Superhero Day, Hat Day, Opposite Day, Fun Zoom Background Day...you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.

**LUNCHTIME BINGO:** Send Bingo card documents and call numbers via Zoom. Charge for each card or allow entrance for anyone who completed their online pledge, and offer a prize for the winners.

**DIGITAL HAPPY HOUR:** Turn it into a happy hour game with Charades, Simon Says or Lip Reading (You know those awkward moments during video calls when someone's audio cuts out, but they keep talking anyway? Put a fun spin on it and guess what your co-workers are saying!)

**MONDAY MORNING TRIVIA:** Give employees an engaging activity on Monday mornings. The automated weekly trivia contests from Water Cooler Trivia can be scheduled for Monday mornings. Participants submit their responses at any point during the day and then the results are delivered right to the inbox the next morning.

**CANDY COUNT:** Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office to a big jar of candy!

**VIRTUAL TALENT SHOW or DANCE OFF:** Your company offers for employees to sign up for a Zoom talent contest. The entrants would have to pay a certain amount to participate. Employees that do not want to participate but would like to watch pay a higher amount. The company finds a panel of three judges. This could be outside individuals, senior employees, or anyone else with the company.

**OPEN MIC NIGHT, virtual edition:** Host an open mic night, where attendees can all join a group video meeting, and then virtually raise their hand to host the microphone. Give the evening a topic, bring together participants, and away you go!

**MAKE IT SPOOKTACULAR, launch a Halloween themed kickoff!:** Have some interoffice fun with themed contests: Best adult/child/pet costume, scariest decorated house, wild pumpkin carvings or host a virtual mystery dinner theater.

**BABY PICTURE CONTEST:** Employees provide a baby photo of themselves, and staff guesses who is who. Those who want to guess must pay per guess. The person with the most correct guesses wins a prize.

**CHILDREN'S DRAWING CONTEST:** Give employees "official photographs" of one or two executives for their children to draw. Or, children draw what "helping others" means to them. Or, what another theme means to them. Contest is limited to children under 12 who are related to any employee. Employees vote for the best drawing by paying \$1 per vote. Give prizes for all participants. Display winning portraits as part of the organization's permanent art collection.

**VIRTUAL "CHOPPED" CHALLENGE:** People pay to participate, film themselves receiving their set of ingredients and film their process using the specified ingredients to make a finished dish.

**VIRTUAL PAINT OR CRAFT NIGHT FUNDRAISER:** This virtual fundraiser is entertaining and gives people a chance to create fun art for a good cause. Many people are familiar with the "wine and design" events where you go to a painting studio and sip wine while the instructor leads you through step-by-step instructions to paint a picture. Doing it from your kitchen isn't quite the same, but it's a great way to engage your audience, raise some money, and give people something to do from home. Consider creating a painting that somehow reflects the cause or theme you're supporting, so participants have a beautiful piece of art that reminds them of your organization's great work. If you don't feel that your organization has the right skills to pull this off, reach out to a local Wine and Design studio or college art department to find someone who can run the art instruction part of this event.

**VIRTUAL WALK/RUN or BIKE:** Get fit, give back, have fun! Reward the employee with the most miles a special prize.

**VIRTUAL SCAVENGER HUNT:** Invite staff to participate by having a host say an item that could be found in a house. The first person who brings back that item receives a point. Example: Find a wooden spoon - whoever shows their wooden spoon first receives a point. Have a list of 10-15 items and whoever has the most points wins.

**HOST A CREATIVE MARATHON FUNDRAISER (no...not the running kind):** Several years ago, podcaster and editor, Jesse Carey, did two "ultimate tests of endurance" to raise money for one of his favorite nonprofits. He listened to the entire Nickelback catalog on repeat for 7 days in a row - that's 168 hours of nonstop Nickelback! His self-imposed musical torture topped \$36,000! The next year, he decided to host another "test of endurance" on behalf of charity. He locked himself (and a few of his friends) in a room and watched 24 consecutive hours of Nicolas Cage films. He live-streamed his feat, providing commentary and inviting friends, family, and donors to watch along with him. In just 24 hours, Jesse and company raised \$30,953. He leveraged his creativity and pension for humorous stunts to change the world.

**ONLINE GAMING TOURNAMENT FUNDRAISER:** Say what you will about online video games, but the people who play them have a long history of philanthropy and generosity.

**Don't forget to take lots of pictures and share them with your United Way of Wyoming Valley contact or tag us on social media:**

Facebook visit: <https://www.facebook.com/uwwvalley/>

To post to Instagram visit: <https://www.instagram.com/unitedwaywv/>

