

# SPECIAL EVENTS GUIDE...

## MOTIVATE AND PROMOTE PARTICIPATION

Running a Workplace Campaign with special events is good for not only for our United Way, but for your organization as it brings employees together to support the community and have fun! Include one or more special events to help motivate and promote team spirit, raise awareness and raise money to support Marshfield Area United Way and all of our funded programs.

We came up with a list of events that can be done both *in person or virtually*. Feel free to use one or many - maybe these will help you come up with an idea of your own. If you do have additional ideas, please share!

## EVENTS

**VIRTUAL TRIVIA** – Host a virtual trivia lunch or night with United Way. We will provide the technology, questions, and entertainment. Step it up a notch by adding a theme or by providing prizes for top teams and best team name.

**BINGO** – Send bingo cards electronically and either have a virtual call to read off numbers or call 1 number every business hour during 1 week of your campaign. We have bingo card PDFs for your use.

**VIRTUAL 5K** – Encourage exercise and healthy habits by hosting a virtual 5k run/walk. Send out a sign up, collect funds and have fun! Ask people to share selfies to increase participation.

**SILENT AUCTION** – Set up a silent auction where employees can bid on items, baskets and experiences. Get creative by offering experiences like virtual coffee with the CEO, virtual paint night or cooking classes. The more creative, the higher the bids! If you're looking for a virtual platform, check out 32auctions.com.

**TALENT SHOW** – Line up virtual performances from talented team members and schedule a time. Charge "admission" to attend the virtual meeting. Bonus: charge an additional fee to vote on the winner.

**CUTEST PET** – Ask people to submit a picture of their pet for a small donation. Post the pictures to your intranet or send an email and allow everyone to vote.

**COMPANY CRIBS** – Nominate and donate for Coworkers to share a tour of their house, garden, cool office set up or something else they are passionate about. Give the coworker an "out" by matching the donation. These could be recorded or done on a virtual call.

**RECIPE EXCHANGE** – Have coworkers share their favorite recipe (bonus for quarantine trends like bread) and create a digital cookbook.

**DATE NIGHT PACKAGES** – Ask local restaurants to donate gift cards. Auction off mystery gift cards for a night "in" with a fun at home date night idea.

## USEFUL TOOLS/TIPS

**GET CREATIVE** – Do you have favorite events from previous years? Look at ways you could adapt a similar event virtually or remote. Ask us if you would like help brainstorming.

**UTILIZE YOUR TEAM** – Use your team! Lean on different departments for strengths including communication, marketing, technical services (for sign up forms and voting platforms), etc.



Feel free to contact us with any questions:  
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**Marshfield Area United Way**