



United Way of Dane County

Campaign Special Events Guide

Special events motivate and promote team spirit, raise awareness around community needs and raise money to support family well-being. Consider including in-person or virtual special events to bring employees together, support our community and have fun!

Highlighted 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. Trivia can be customized for your group – contact us to get started!
- **Bingo** – Send bingo cards electronically and either have a virtual call to read off numbers or call one number every business hour during one week of your campaign. Contact us for bingo card PDFs to 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 so 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! For a virtual platform, check out www.32auctions.com.

Additional Events

- **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 Cribbs** – Nominate and donate for coworkers to give a tour of their house, garden or cool office set up. Give coworkers an “out” if they match the donation. Record or share live on a virtual call.
- **Recipe Exchange** – Have coworkers share their favorite recipe 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

- **Special Events Examples** – check out detailed examples on the following pages including instructions, best practices and sample communications.
- **MobileCause Text to Give** – United Way has a giving platform (text or website) that can be utilized to collect money for special events. We will track registration and payment amount and provide an update to Employee Campaign Managers. Contact us for additional information and to sign up.
- **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** – Lean on different departments for strengths including communication, marketing, technical services (for sign up forms and voting platforms), etc.

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Booo-st BINGO!

Shared by WPS Health Solutions

Contact

Breanne Ivens – breanne.iven@wpsic.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$5 for 1 Card, \$10 for 3 Cards, \$20 for 7 cards

Donations Raised

We sold 1,083 BINGO cards and raised \$3,185

Description

For the week leading up to Halloween we played Booo-st BINGO virtually via Microsoft Teams. We called it “Booo-st” because it was the week of Halloween and we have “Boost Points” employees get via an employee recognition site, “Boost Points” were some prizes given to winners.

Cost

Cost of Prizes for winners

Resources Needed

- BINGO Cards, provided by United Way of Dane County.
- Online payment processing service, MobileCause, provided by United Way of Dane County.
- A platform for you to communicate BINGO numbers, we utilized Microsoft Teams – email or other platforms could work.
- Online BINGO number generator, we utilized: <https://letsplaybingo.io/>

Instructions

- Determine your dates to play BINGO
- Determine when you want to sell BINGO cards
- Create enough BINGO cards to distribute to purchasers – United Way supplied the cards
- Advertise for the event and sell cards via MobileCause
- Once cards were purchased, cards were emailed to employees
 - MobileCause sent a report at the end of the day that alerted us who bought cards
- Week of event from 9:00 am – 4:00 pm numbers were called every hour
- Through our distribution channel of Microsoft teams, we published the numbers.
 - Current numbers pulled along with previous numbers called during THAT day were also published so participants could see all the numbers at once example:

G59 & N42

Booo-st BINGO United Way

B: 10, 13, 8
I: 30, 22
N: 40, 37, 42
G: 52, 54, 59
O: 73, 69, 65

- When a BINGO was called the participant had to email back completed card for proof and “yell” BINGO in our distribution channel
- Cards were ONLY cleared at end of day and you could reuse cards even if you got a BINGO on them.
- All winners throughout the week were entered into a drawing to win various prizes offered.
- Winners were announced via our company communication network.

Best Practices

- People could purchase cards throughout the week. We did halt card sales on the last day. It can get pretty time consuming sending out all the cards. Some people suggested the honor system and have people create their own cards.
- To receive BINGO card pdfs and more best practices, [email United Way of Dane County!](#)

Sample Communications

Announcement:

NEW THIS YEAR to the United Way Campaign is Booo-st BINGO!! You read that right, BINGO! We will be playing virtual BINGO to raise funds for the United Way, have fun while generating some friendly competition and have a chance to WIN 10,000 BOOST POINTS!! Here is all you need to know about Booo-st BINGO!

- Booo-st BINGO! will run **October 26 through October 30**
- Everyone that purchases a BINGO card will be invited to the **Booo-st BINGO Teams page**
- You are welcome to purchase BINGO cards for yourself or any of your coworkers!
- Throughout the week (October 26 – October 30) **2 BINGO numbers will be published every hour** from 9:00am – 4:00pm CST on the Booo-st BINGO Teams page
- If you have a winning card or cards (**the more you buy the better chance to win**) **post BINGO on the Teams Booo-st BINGO page** and submit your winning card to Breanne.ivals@wpsic.com no later than 4:30 Friday October 30.
- **WINNERS** will be chosen from the submitted winning cards on Monday, November 2 to win up to 10,000 BOOST POINTS and other exciting prizes
 - **Cost:** \$5 for 1 Card, \$10 for 3 Cards, \$20 for 7 cards

When to buy: Bingo Card sales starts NOW and can be purchased up until Thursday, October 29

Purchase a BINGO card here: <https://app.mobilecause.com/form/xePlug?vid=cfery>

- Select the amount of Booo-st BINGO cards you want to purchase by entering your donation amount:
 - \$5 for 1 card
 - \$10 for 3 cards
 - \$20 for 7 cards (Buy some and share with your team!)
- Enter the required information as noted with the red asterisk *
- Select your company: WPS Health Solutions
- Enter Event Description: Booo-st BINGO (BINGO will do)
- Enter your payment information and then hit SUBMIT
- You will then be sent a Booo-st BINGO card from Breanne.ivals@wpsic.com

Elf on a Shelf Scavenger Hunt

Shared by Findorff

Contact

Camilla McKay| cmckay@findorff.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Description

Take a familiar holiday tradition and expand it to the office, Elf on a Shelf can be a winter or summer activity. For 1 week the Elf is hidden in a new location every day. Employees pay an entry fee (donation to United Way Campaign) to search for the Elf and if they locate it they submit the location for a daily prize drawing.

Upfront Cost

\$10 to purchase the Elf on the Shelf, any additional prizes/gift cards, etc.

Suggested Donation Amount

\$10

Donations Raised

\$350 - \$700

Resources Needed

Individual to hide the elf and receive emails of submissions.

Instructions

1. Announce date of Elf on a Shelf Scavenger Hunt
2. Daily: Hide the elf, receive emails from employees who locate it.
3. At the end of the week: Announce winners of daily drawings and locations of the Elf.

Best Practices

- Could also hide a pumpkin or other holiday themed item.
- Announce what give-aways/daily prizes are as a teaser to get people to sign up.

Sample Communications

Hi Everyone,

I know we have quite a few new people since this time last year so I just wanted to let you all know about the elf on the shelf that kicked off today! The elf is hidden in a different spot every day for two weeks. If you find him, send me an email and let me know where you found him and your name will be entered into a drawing to win a prize. There is a prize given every day. The elf will be somewhere that is accessible to everyone (not in offices or someone's cubicle that isn't easily viewable). If there are any questions please let me know. There is a \$10 entry (donation to United Way of Dane County) to participate in the activity. Thank you in advance for your support!

Happy Elf Hunting!

Family Feud Tournament

Shared by TASC

Contact

Stephanie Hayden, stephanie.hayden@tasconline.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$10 per person to play & \$10 per person for the pay-per-view for the month

Donations Raised

\$600 for Campaign (+ \$1,000 donated to winning team's charity)

Quick Description

The Family Feud tournament allowed employees to create teams who then played the Family Feud game head-to-head in a single elimination tournament. We held this throughout our Campaign month with teams playing after work hours. Each game lasts about 45 minutes, and teams only played one game a week until they were eliminated.

Cost

We didn't have any upfront costs other than the prize for the winning team. In an effort to reduce costs, we used the "celebrity" Family Feud concept where the teams would play for a charity of their choice. TASC then donated funds to the winning team's charity which came from the company's philanthropy budget and not deducted from the amount raised.

Resources Needed

- Team Sign Up Form (Wufoo, Alchemer, Google Forms, MS Forms)
 - Name of Team (encourage them to get creative)
 - Team members names and emails
 - Substitute team member name and email (not required)
 - Payment details (we used payroll deduction)
- Communications to teams about game play and bracket schedules
- Family Feud PowerPoint <https://www.lifewire.com/free-family-feud-powerpoint-templates-1358184> (we used the one from Rusnak Creative)
- Questions/Answers for games
- Volunteers: (host and judge should be separate people)
 - Host (who prepares questions/PowerPoint and facilitates game)
 - Judge (prepares bracket and keeps track of scores)
 - Communication (host, judge or someone else can prepare the communications each week to the team members and pay-per-view participants)
- Virtual platform (Teams/Zoom/Webex, etc.)

Instructions

- We began planning in May with sign-ups beginning in July for an August tournament. We also recruited executives to play the Champion Team and ensured that date was on their calendars early.
- Step #1: Get teams to sign up. We charged \$50 per 5-person team (or \$10 per person).
 - We also offered pay-per-view option where folks could subscribe to watch all of the games. Anyone who was on a team could also watch a game.
- Step #2: Once teams are signed up, the judge created the bracket and then decided game times/dates. We tried to keep the games on the same nights throughout the tournament and did offer to rearrange if someone was unavailable. Teams could also have one substitute per game for no cost if someone couldn't make it.

- Step #3: Each week we provided the team members with the information about that week's games (times, links, etc..) AND the rules of the game.

Best Practices

- Sprinkle in things about your company, your Campaign, or United Way in the questions to make things fun.
- Our Champion Team got the chance to play a team of our Executives. The Executives agreed that if the Champions beat them that they would each personally donate \$100 to the Champion team's charity (TASC donated \$500 to winning team's charity so this would result in \$1000 for charity). Of course, the Champions won (by A LOT!).
- Each game was 3 rounds with the winner being the team with most points after round 3. (round 3 was double point)
- We did not play a lightening round.

Sample Communications

Email 1:

Subject: INFORM Family Feud Tournament Details (Including Bracket)

IT IS TIME TO PLAY THE FEUD!!! (Well, ALMOST time)

Thank you so much for joining us for our 1st ever virtual TASC Family Feud Tournament! We promise it will be a lot of fun!!! Below are important details so please make sure to read them carefully:

- * Attached you will find the bracket including teams and dates/times for each game.
- * Games will be approximately 30-45 minutes long.
- * Games are scheduled for either Tuesday or Thursday and either 6:00 or 7:00 p.m. central time (7:00/8:00 Eastern; 5:00/6:00 Mountain; 4:00/5:00 Pacific)
- * Take a look at all of the dates/times for that your team will POTENTIALLY play. If you win, you move on. If you lose, your team is done.
- * Let your team captain know if you cannot attend any of the games.
- * Captains, you can find an alternate to fill in for a team member who cannot attend. If you know that you won't have enough members to play, please contact TASC Cares about rescheduling the game as soon as possible.
- * All games will be played on Zoom, and you will receive a link prior to each game.
- * You will get details about the rules/logistics at the beginning of each game.
- * Make sure you know which charity your team is playing for BEFORE your first game. Captains will be asked to share the charity's name and a bit about what the organization does.
- * If you win the championship game, a \$500 donation will be made to the charity you played for during the tournament and you will play members of the Executive Team in the bonus round.

If you have any questions, please feel free to reach out to TASC Cares.

Email 2:

Subject: It's Time to Play the Feud! Game Details

Thanks so much for participating in TASC's inaugural Family Feud Tournament! Below are the details about this week's games. Your team is encouraged to have fun – dress up, change your Zoom background, or any other creative ideas!

Tuesday, August 4 **NOTE NEW DATE AND TIME!!!**

6:00 p.m. central TASC Super Heroes vs Educimators

Thursday, August 6

6:00 p.m. central We are Family vs D'Warriors

Here's how it will work:

1. Log into this [Zoom link: https://us02web.zoom.us/j/5843555587](https://us02web.zoom.us/j/5843555587) (**outside of Citrix**) at least 5 minutes before your team is scheduled to play.
2. Please make sure to turn on your video!!! You can mute yourself whenever you are not answering a question.
3. When the game begins, each captain will be asked to enter their roster in the chat. The roster should be the order in which their team's players will play. The team captain ALWAYS goes first so should be listed first.
4. The host will share how the game will work (see more details below).
5. The host will then ask each team captain to introduce their team members and share which charity they are playing for including a little about that charity.
6. The host will then display the first question and indicate the two players who can answer based on the roster submitted in the chat (See above #3).

Game Details:

1. Two players will face off. The host will read the question. (All other players will need to be muted; If someone answers out loud, their team could be penalized.)
2. The first player to 'buzz' in by hitting either the clap or thumbs up under reactions at the bottom of the screen. The host will call on the first one to buzz in to share their answer out loud.
3. If the answer shared is #1, that player has the choice for their team to PLAY or to PASS to other team.
4. If the answer is not #1, the other team's player in the faceoff has an opportunity to give their answer to see if they can come up with an answer higher than the answer just given. If their answer is higher, that player gets to decide if their team PLAYS or PASSES.
5. Points from all answers in the faceoff are added to the "Bank."
6. The host will then ask the next teammate on the roster of the team PLAYing for their answer. If their answer is on the board, points are added to the "Bank." If answer is not on board, it is a STRIKE (X).
7. Players have 10 seconds to provide their answers. If the don't provide an answer in 10 seconds, it will be a strike.
8. Host will then move down the roster asking each player on the team the same question.
9. If a team gets all of the answers on the board before getting 3 STRIKES, that team wins all of the points in the "Bank."
10. If the team get 3 STRIKES before they get all of the answers on the board, the other team gets one chance to steal.
11. As a group, the team will decide one answer and the team captain will share that answer with the host. NOTE: teams can use channels outside of Zoom to communicate their answers to the team captain (text/Skype, etc...).
12. If the stealing team gets an answer on the board, they get all of the points in the "Bank." If they don't get an answer, the points go to the first team.

How Do You Win:

1. There will be 3 questions per game.
2. First and second rounds are worth 100 points each. The final round/question is worth double! (200 points)
3. The first time to 300 points wins – or the team with the most points at the end of the 3rd round.

If you win, you will move on to the next game in your bracket! Good luck! Let's play the Feud!

Jeans Day

Shared by Sub-Zero Group

Contact

Amy Cina – amy.cina@subzero.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$5 dollars a day to wear Jeans.

Donations Raised

In 2020 we raised \$1,940

Description

This is a super easy, not a lot of prep time needed. Office employees can wear jeans for a donation to United Way of Dane County. We had Fridays, for a \$5 dollar donation, for each Friday that they wear jeans.

Cost

No cost to the company

Resources Needed

Nothing needed – just e-mail/post

Instructions

1. Select what days you want to designate. We did just Fridays.
2. Work with your payroll department to set up electronic deduction from paycheck – that works easy, or collect cash.
3. Promote the event.

Best Practices

Promote a lot through e-mails, posters, Intranet site, etc.

Sample Communications

2020 CAMPAIGN EVENTS		
Date	Event	Description
October 9th, 16th, 23rd & 30th	Jeans Day	Office employees can wear jeans for a donation to United Way. Donations will be collected electronically. *\$5 donation for each Friday you participate *



**Wear Jeans on October 9, 16, 23 & 30
for a \$5 Donation which goes directly to United way**

Whether you are in the office or working from home we encourage you to participate and donate to United Way!

All donations will be collected virtually

- Log into your UKG Pro account:
 - go to Menu >Myself>Giving
- Select desired donation amount
 - *each jeans day is a \$5 donation*
- The amount will be deduct3ed from an upcoming paycheck

United Way Campaign Jeopardy

Shared by Summit Credit Union

Contact

CommunityGiving@summitcreditunion.com

Time Commitment

- Low
- Moderate
- High

Suggested Donation Amount

Free

Donations Raised

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

We used this game as an information delivery tool, so it was free to play and no donations were raised. *This activity can easily be transformed into a fundraiser by suggesting a donation to participate and customizing questions to other topics!*

Description

This game was developed as a fun way to share information about our United Way Campaign. We typically invited teams to play in the weeks leading up to the kick-off so that they would be familiar with all aspects of the campaign by the time we were ready to start.

Cost

No costs needed unless you want to include prizes for the winners.

Resources Needed

- The game was set up in Power Point, so requires a computer and projector/screen if in-person or a virtual platform (Zoom/Webex, etc.) so all players can view the game board.

Instructions

1. Set up the game board in Power Point. We usually put the board on the first slide and each question and answer had its own subsequent slide. The game board spaces linked to the corresponding slide.
 - We use three categories:
 - Fun & Games – These were all questions that highlighted the fundraisers and prizes associated with our campaign.
 - United Way, Who Are They? – This category was full of info about United Way so players could get to know the important aspects of their work.
 - Campaign Starts October 19 – We always named this category with the start date so that everyone would have to say the start date over and over (we hoped that would make it memorable!). This category was all about the logistics of the campaign, including how to pledge, the benefits of payroll deductions, where to find campaign information, etc.

	Fun & Games	United Way: Who are They?	Campaign Starts October 19
100	Fun & Games - 100	Who Are They? - 100	Campaign - 100
200	Fun & Games - 200	Who Are They? - 200	Campaign - 200
300	Fun & Games - 300	Who Are They? - 300	Campaign - 300
400	Fun & Games - 400	Who Are They? - 400	Campaign - 400
500	Fun & Games - 500	Who Are They? - 500	Campaign - 500

100 200 300 400 500
OUR WAY | summi

2. Invite the team and department managers to play during team meetings. Teams could host the game themselves or invite the ECM to host. There was no cost to play but teams were given an extra entry into our Campaign prize drawing if they did play.

Best Practices

- This is a game, but we built it to be an information delivery tool. When you write your questions, think about the things you would want a brand new employee to know about your campaign.
- We have teams who work in offices outside of Dane County, so we always made a version of this game for other counties. Ex. We have a lot of staff in the Milwaukee/Waukesha area, so would adjust the United Way: Who Are They category so that it had information specific to that area’s United Way.

Masked Singer

Shared by UW Credit Union

Contact

Kelsey Michels, kmichels@uwcu.org

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

Employees were encouraged to donate \$3 per guess. This was done on an honor system and we found that most people that guessed did make a donation. While this wasn't one of our bigger fundraisers, the videos had over 2,000 views and we got feedback that employees looked forward to the new videos being posted each week and trying to guess who the performer was.

Donations Raised

\$241

Description

Have employees show off their performance skills by hosting a Masked Singer! Each week a new group of masked performers recorded themselves singing, dancing and/or lip synching. In addition to their video, the performers also shared clues about themselves to help employees figure out who was behind the mask! Employees were asked to make a donation for each guess and then correct guesses had the opportunity to win a prize and bragging rights.

In addition to this being a fundraiser, this was also a way for the campaign to help employees feel more connected during the pandemic when a lot of our employees were working from home and not seeing each other as frequently as they used to. This was also an opportunity to raise awareness about the campaign and use the videos to encourage employees to fill out their pledge sheets.

Cost

Little to none. Our campaign managers created a YouTube page to post the videos to, which was free. Links to the videos were shared through our intranet site. Performers and employees with winning guesses received prizes (swag items, time off, etc.).

Resources Needed

- Platform for videos to be posted to (we used YouTube and performers sent their videos to our campaign managers using Dropbox)
- Platform for employees to guess who was behind the masks (we used SurveyMonkey)
- Talented employees! Or at least, employees that are willing to look a little silly in front of their co-workers for a good cause.

Instructions

- Three weeks prior to the campaign our campaign managers put a call-out for performers.
 - Based on submissions, the managers then broke performers down so that several videos would be posted each week.
 - Performers were asked to upload their video to Dropbox on a Thursday and their videos were then posted to our intranet that following Monday.
 - Performers were also asked to send some clues about who they were (things they like to do, hints about what department they worked in)
- Our campaign managers used iMovie to add titles to each video. Not necessary, but a nice touch!
- Each week we sent a message to employees with a link to that week's videos. The clues and videos were embedded in a survey for employees to watch and guess. Once they placed their guess, they were asked to donate \$3 per guess.

- Each survey “question” was the name of the act and then multiple choice options for who the performer was. One suggestion our managers had for future years was to have the performers identify a few employees to include as choices mixed in with their name.
- Each week’s performers were revealed on the Campaign page and winning guesses were awarded a prize. Masked Talent participants were also awarded a prize for participating.
- To drum up voting among staff, Campaign managers sent email messages to departments who had an employee participating and asked them to “guess who among them was the Masked Singer”

Best Practices

- Our managers connected with performers before they recorded their videos to set some guidelines (length of video, making sure costumes were work appropriate/culturally appropriate, no profanity in music selection, etc.)
- This event had a lot of behind-the-scenes work, so making sure performers submitted their videos to give managers enough time to get it ready and posted to the site is important.
- Video files are large, so having some method of transferring videos and storing them is very helpful.

Sample Communications

Intranet Page Reminder:

“Do you know The Astronaut or The Pink Unicorn? Week Two Masked Talent is Live.
Correct guesses are entered to win ETO and Ushine points!”

Event Image:



Details and Clue Sheet:

Masked Singer Details and “Clue Sheet”

Song: Chose a 90-120 second song (no explicit lyrics please).

The Mask: The mask can fully or partially cover your face. We can make it a full costume or just a mask. You can also use items that have you in your house (ski mask, bandana, sunglasses, etc). The main thing is that employees cannot tell you identity. Get inspiration from [Masked Singer: Teacher Edition](#).



Recording: Record yourself with phone or other device. Position the phone on a tripod, a stable spot or have someone record you. Make sure the music in the background is loud enough to be heard in the recording. Do a test of your recording before you do your final performance.

Submitting the Video: We plan to use Dropbox or some similar file transfer site. We will provide the details week of October 5th on where to upload.

Keep your involvement secret: If you can, keep your involvement in the Masked Singer a secret so word does not spread. This will make it more fun for employees to guess and generate more excitement for the campaign.

How employees will guess your identity: Please complete the “Clue Sheet” below when you send in your video! We will post your video to a private YouTube page. A link to your video along with the Clue Sheet will be posted on our Campaign Sharepoint page. Viewers will guess your identity via Survey Monkey and correct guesses are entered to win SWAG or uShine points. We will post 1-2 videos a week from October 19-November 6th. We will let you know what week your video will be posted.

Unveiling your identity: We will post the identity of the singers on Charlie following the campaign on or around Monday, November 9th.

Deadlines: Please send your video and fill the clue sheet on the next page by **Monday, October 12th**.
Finally, thank you! Your involvement in the Masked Singer is so important for raising money for the campaign and generating excitement. We will be sending you a small gift to acknowledge your help. We appreciate your talent!

Silent Auction

Shared by UW Credit Union

Contact

Kelsey Michels, kmichels@uwcu.org

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

We created a guide for starting bid amounts based on the items "value". Sometimes the value of the item is known and for homemade or priceless items we'd ask the donator to give an estimate. During the final week of the auction the ECMs typically lowered starting bids for those items that didn't have any bids.

Donations Raised

In 2020 our Silent Auction raised over \$11,400, which was our highest yet.

Description

Every year UW Credit Union hosts a Silent Auction to raise funds for our campaign. Liaisons from each of our departments are responsible for reaching out to local businesses and creatives to solicit donations. Many departments pool funds and donate a themed basket to the campaign and employees are also encouraged to donate crafts or skills.

Cost

\$180 for use of online virtual auction site 32auctions (there are different levels for this site and many other options out there)

Resources Needed

Our Employee Campaign Managers (ECMs) and department liaisons worked to ask for donations from the community and build internal enthusiasm for departments to donate baskets and other items. Our Executive Team and Marketing department usually also donates bigger ticket items from UW Credit Union partners (UW Madison sporting tickets, Brewer packages, etc.)

Instructions

- A month or so before our campaign starts the ECMs onboard department liaisons and they begin reaching out to community businesses for donations. Community donations typically include gift cards and merchandise. Liaisons can also work internally with their team to put together themed baskets (WFH Necessities, Game Night, etc.). The ECMs also put a call out to the organization and encouraged individuals with skills they'd like to share to donate items or their time (learn how to drive a stick shift, knitted blanket, wood working).
- The ECMs manage item tracking and collection using a combination of Excel and 32Auctions. For internal tracking they have liaisons update an Excel file with donated items, a description, pictures. The ECMs would then upload the item to the 32Auctions site.
- We reserved a large room in one of our corporate buildings for all items to be stored. The ECMs work with our Mail Room Clerks to organize items as they are delivered from our different locations.
 - The ECMs assigned numbers to each auction item to keep track of everything, both on the physical item and on the website and Excel sheet.
- When the campaign started the ECMs turned the auction on through 32Auctions. The site manages bidding and tracking who has the highest bid. The ECMs could adjust descriptions, highlight items, decrease bidding amounts, etc. throughout the campaign.
- When the auction concluded the ECMs used data from 32Auctions to identify and communicate with winners. We typically host a pick-up day at our headquarters in Madison for Madison-area employees and transport out-of-Madison items to employees at their branch.

- We created an internal form for employees to pay for items electronically in advance. They could also pay with check or cash at the time of pickup (or pay their liaison who would then deposit the funds to the campaign account).
- The liaisons were encouraged to send thank you's to those businesses that donated items to our campaign.

Best Practices

- We usually have over 150 items to auction off, so it can be difficult to keep track of everything. Having a process in place to track items as their donated and transported is very important to make sure things don't get lost.
- Auction items take up a lot of space so having a designated area where items can be stored and organized is very helpful. Because our pick-up has been in-person, having a large area to spread items out when employees come to pickup is helpful as well.
- Using some kind of online program like 32Auctions makes things manageable. We just set it up at the beginning of the campaign and pretty much don't touch it until the auction concludes.
- We've found success in having a variety of items and price points included in the auction so that everyone feels like they can participate.
- 2020 was the first year we did a call out for employee crafts and skills and we had a number of employees donate homemade items or their time. We think this also made the auction more engaging and added a level of connection that employees were missing due to the pandemic.
- We were concerned we wouldn't get many donations in 2020 because businesses had to close or were struggling. We were surprised by the number of businesses that participate...it never hurts to ask!

Sample Communications

Request for Donation Communication:

Dear **[BUSINESS NAME]**,

UW Credit Union is a strong supporter of United Way. One way we do this is through our annual Employee Community Giving Campaign. Through a 3-week period we provide several opportunities for our employees to give through Special Events, our most popular and highly lucrative event is our Silent Auction.

We seek out local businesses to donate items which are then bid on by UW Credit Union employees. All proceeds go directly to United Way to support programs that address Education, Income, Health. Last year these special events generated over \$20,000 – all of which went to nonprofit agencies to support our local communities.

We are asking you to consider donating anything from a gift certificate to a large ticket item or multiples of both. Your donated items will directly contribute to improving our communities and you will also have free advertising for over three weeks to our company that has over 700 employees!

Thank you for your consideration. It is through your generous donations that we continue to make our communities a better place to live. To make a donation please contact **[LIASION NAME]**, in order to arrange pick up of donation items. We are asking for all donations to be made by October 5th.

We look forward to hearing from you!

[INSERT EMPLOYEE SIGNATURE AND CONTACT INFO]

Thank You Letter:

Business Name
Address
Address

Dear Business Name/Contact,

Thank you for your generous donation of ___ to include in UW Credit Union's 2020 Community Giving Campaign. I sincerely look forward to listing your item and business in our Silent Auction Event and know it will be a great help in making our campaign a success! We hope to raise over \$230,000.00 this year and your donation will help tremendously during our Silent Auction event for employees. All of the proceeds raised through our Silent Auction Event will be donated to numerous United Way Organizations to assist with their efforts of improving our local communities.

Thank you again for supporting our campaign!

Sincerely,

[INSERT EMPLOYEE SIGNATURE AND CONTACT INFO]

Bidding Guide:

Value	Starting Bid	Increment
Up to \$10	\$2	\$.5
\$10-\$19	\$5	\$1
\$20-\$49	\$10	\$2
\$50-\$79	\$20	\$2
\$80-\$99	\$30	\$2
\$100-\$149	\$40	\$5
\$150-\$199	\$60	\$5
\$200-\$299	\$80	\$5
\$300 and up	\$100	\$5

SharePoint Page (with link to auction):

Silent Auction

Date: The auction will run Nov-November 5th at 3pm.

BID NOW

Pick-Up: We will be doing pick-up and payment on November 12th from 8-4pm. We will email you following the close of the auction with an option to sign up for a specific time on the 12th for pick-up (to ensure social distancing). If you are outside of Madison or cannot attend at that time, please email communitygiving@uwcuu.org.

If you are purchasing an "experience" and don't have a physical item to pick up, you will be emailed after the close of the auction by the Community Giving team with next steps or applicable contact information.

We will accept cash, checks, or [Charitable Form withdrawal](#). We cannot process debit or credit cards, sorry.

We encourage all employees to follow UWCU Covid-19 precautions when using auction items



Pick-Up Instructions:

IF they have a physical item to pick up:

Congrats and thank you for your Silent Auction purchase! You are receiving this email because you purchased an item that needs to be picked up. Here are the next steps:

1. To ensure social distancing, we have implemented a timed pick-up on Thursday, November 12th from 9-4 (3500 Community Room). Please sign up for your time [here](#), as soon as possible.
2. Select your payment option:
 - a. **UWCU Account:** To make pick-up as quick and contact-less as possible, please pay for your item on [Charlie](#) by **NOON** on Wednesday, November 11th. Within the form, select **Other** and add **Silent Auction** into the description. If you bought multiple items, add up the total of your items and enter as one transaction.
 - b. **Cash or Check at Pick-Up:** If you don't have a UWCU account. Please bring cash in the exact amount (we will not have change) or a personal check to pick-up. We are unable to process credit or debit cards.

If you have any questions or concerns about the above, please let us know.

Thanks,
Eli, Emily and Josey

IF they have an electronic pick-up

Congrats and thank you for your Silent Auction purchase! You are receiving this email because your item can be provided electronically and does not require pick-up. Here are the next steps:

1. Select your payment option:
 - a. **UWCU Account Owners:** Please pay for your item on [Charlie](#) by **NOON** on Wednesday, November 11th. Within the form, select **Other** and add **Silent Auction** into the description. If you bought multiple items, add up the total of your items and enter as one transaction.
 - b. **Non UWCU Accounts:** If you don't have a UWCU account. Please reply to this email to make arrangements for payment.
2. Once we receive your payment, we will email you specific next steps for your item.

If you have any questions or concerns about the above, please let us know.

Thanks,
Eli, Emily and Josey

From Our Kitchen to Yours (Recipe Book)

Shared by Rural Mutual Insurance Company

Contact

Meghan Schultz, mkschultz@ruralins.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$5 for a "book"

Donations Raised

\$145.00

Description

We reached out to our employees requesting recipes in 4 different categories to provide some diversity. We compiled a recipe book into sections to organize neatly and sent out the recipe book via PDF to the employees that agreed to pay/donate \$5 to receive the book.

Cost

\$0

Resources Needed

- Microsoft Word-create the PDF
- Email-send form to employees

Instructions

- Decide on the limit of recipes people can send and categories (apps, soups, main dish, dessert, etc).
- Email employees requesting them to share recipes.
- Organize and compile the recipes into one document.
- Send out "Order Forms" to those who want to "purchase" recipe book. Be clear in your instructions.
 - We used payroll deduction payment so we needed a copy on file.
- Send out the book to employees that replied.

Best Practices

- Limit how many recipes people can send. If too many, it can get lengthy and will take more time.
- Make sure to keep it fun. We had someone in our marketing department help with creating a beautiful and appealing visual for the book.

Sample Communications

Recipe Request:

<p>Subject: Recipe Book for United Way Fundraiser</p> <p>Hi Everyone,</p> <p>It is now time to send in your delicious recipes to be used in the Recipe Book for the United Way fundraiser!</p> <p>Please send up to 3 recipes by this Thursday, October 8th to [redacted].om. If you are sending in more than one recipe we ask that they are of different types or categories (i.e. Main Dish, Dessert, Appetizer, Side Dish, Snack).</p> <p>Note, you do not need to send in a recipe to purchase a book for \$5 once it is completed. If you did not initially indicate that you are interested in buying the book once it is finished but would like to now please let us know. We plan to have the book finished and ready to purchase by the following week.</p> <p>Thank you!</p>
--

Recipe Book Order Form:

Recipe Book Order Form

This is the official order form for the recipe book for United Way. The book will cost \$5. By purchasing this book you will receive a pdf filled with over 25 delicious things to make. The books should be sent out within the next week. Thank you for your contribution to United Way and thanks to everyone who submitted recipes!

Yes: _____
No: _____

By selecting yes and signing below, I authorize \$5 to be deducted from my ***second payroll deposit in October*** to go towards the special events portion of the United Way Campaign for 2020.

Signature: _____ Date: _____

Message sent with Recipe Book:

Subject: United Way Recipe Book
Attachments: United Way Recipe Book.pdf

Nothing Brings People together like good food!

With the help of so many people, we have created a wonderful and delicious United Way Recipe Book. From one kitchen to the next, we have 33 recipes to share with everything from sides to snacks to soups and main dishes and desserts.

There is sure to be something for everyone! We hope enjoy 😊

Thanks,

QTI's Got Talent

Shared by The QTI Group

Contact

Jill Dohnal | jill.dohnal@qtigroup.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

Open to any amount - no minimum

Donations Raised

\$531

Description

Employees pledge money to see a Senior Leadership Team member’s hidden talent. The two Senior Leadership Team members that receive the most pledges share their hidden talent during an all company meeting / zoom.

Cost

None

Resources Needed

If doing virtually, you will need a zoom, or similar account, to host the event.

Instructions

- Get “buy-in” from Senior Leadership Team
- Hidden Talent can be anything – from a creative art project to singing, dancing or really anything!
- Promote the event to employees
- Send daily updates on who is leading (competition is created as people try to boost the total of their favorite)
- Winners announced on last day of campaign
- One winner performed during an all company zoom call; the other winner sent a creative art project/card to each employee’s home.

Best Practices

- Make it easy for people to donate – use a form or “text to give” so employees can just email or “chat” in their donation.
- As we got close to the deadline, there was a lot of last minute donations as people wanted their “favorite” to win. Senior Leadership Team members also donated to their fellow Senior Leadership Team members, hoping to “buy their way out” of winning

Sample Communications

We did the majority of our communication via a “United Way TEAMS Channel” so the communication was short and sweet. We also did verbal updates during zoom all company calls.

TEAMS Channel Communications:

Here is an update for QTI's Got Talent. The top 2 will share/perform their "hidden talent".
(Listed names and amounts; linked to Form to Give)

Drumroll please.....The numbers have been crunched and verified and the "winners" of our QTI's Got Talent (Penny Wars Style) Competition are (name and name). (Name and name) will be sharing their hidden talents in the near future (exact dates/times yet to be determined). Thank you to everyone who participated, we were able to add over \$500 to our United Way campaign totals! (List totals for each person)

Trivia Nights

Shared by Covance

Contact

Ryan Lawrenz- ryan.lawrenz@covance.com

Audrey Maylone- audrey.maylone@covance.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$5 per person

Donations Raised

We held trivia nights 4 times in 2020 and raised \$380

Description

We held virtual trivia night events that were themed or just general trivia. We worked with the United Way of Dane County team to facilitate the setup, payment, and questions. They also helped facilitate payment for the event.

Cost

None

Resources Needed

- Virtual meeting platform with breakout room capabilities
- Trivia questions, survey platform for answer submission and a way to track points, which can be provided by United Way of Dane County.
- [Email us](#) to have a United Way of Dane County representative host a trivia session with your staff!

Instructions

- We reached out to United Way to help. Each time we wanted to host an event we confirmed the dates and times, trivia theme and other details with our United Way of Dane County representative.
- We sent emails to our employees informing them of the event and asking them to sign up.
- We sent an email communication with a link for payment and the zoom meeting invitation.
- Before we wrapped up the event we asked for feedback from participants, including what theme they wanted for the next Trivia Night.

Best Practices

- Listen to feedback from participants on what would interest them or what could be done differently to make the event better
- When facilitating the event try and engage with the different teams and make people feel more comfortable

Sample Communications

Email Communication Example

Join us Wednesday, October, 28th for a virtual Halloween trivia night. We will start at 5:30 pm with a thirty minute social hour and trivia will start at 6pm.

Create your own team (\$5 minimum donation per person to participate, no limit to team size) and support the United Way of Dane County (donations will be done online and go directly to the United Way and Covance's 2020 campaign fundraiser).

To sign up your team for this fun event, or if you have any additional questions, please email [ECM]. If you are signing up as a team please include a team name, team members and an email address where you would like to receive the invite to the trivia event. Sign up deadline is Monday, October, 26th.

Virtual Concert

Shared by Exact Sciences

Contact

Stefanie Alther, salther@exactsciences.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

There was not a suggested donation amount. There was a reminder used to donate through our ePledge system.

Donations Raised

This was just a fun event, we did not collect dollars.

This could be transformed into a fundraiser by adding a suggested donation to watch!

Description

We held a virtual concert for our employees as a fun event during our campaign.

Cost

Zero Cost

Resources Needed

- Communication tool to recruit musicians/singers
- Zoom (found to be the best platform for sharing audio)
- Individual who is confident in public speaking and maneuvering through a Zoom with a live audience.

Instructions

- Post on company communication channel about the virtual concert and the request for employees to sign up to perform
- Employees sent an email to our campaign inbox on their performance, the song and whether they would like to perform live or send in a recorded video
- The campaign team reviewed the songs to confirm they were work appropriate.
- We organized the schedule with the performances having a mixture of live and pre-recorded videos.
- The company signed into the zoom call the day of the event.
- Our Loaned Executive was the MC of the event. She introduced each employee and either they took the stage, or she shared her screen to show their pre-recorded performance.

Best Practices

- Give employees over a week to organize and submit their pre-recorded videos
- Have MobileCause set up to ask for a free will donation for attending the concert
- It would have been fun to have the performers share the "why" behind the song they were playing. It would have created more connection throughout the event.

Sample Communications

Email Communication

Calling All Musicians: On Wednesday, October 21st, we will be hosting an Exact Sciences Virtual Concert! Our company is full of incredibly talented individuals, and we can't wait for you to show off your skills at this event that you don't want to miss. Whether you sing, play an instrument, or both, we can't wait for you to show us what you're made of!

We are looking for individuals to perform for 3 minutes via Zoom. To express interest, click [here](#).

If you're not able to perform live at the event, but want to showcase your talent, you can sign up for a pre-recorded slot [here](#):

Note: Performance spots are limited, so sign up fast to ensure you don't miss your time in the spotlight!

We can only accommodate a limited number of performers, so make sure you secure your spot!

What's a concert without fans? For those of you who want to listen to your talented coworkers, you can sign up [here](#) for the Zoom invite to be sent to your email

Please email unitedway@exactsciences.com with any questions.

- Will add note that songs must be family friendly
- Must submit song they will be performing and what they will be performing

Zoom Cooking Class

Shared by Cummins, Inc.

Contact

Jodell Quamme - jodell.quamme@cummins.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$5

Donations Raised

\$145 from 3 classes

Description

We got 2 volunteers who liked to cook to agree to make their dish while being filmed and broadcasting over Zoom. The ingredient lists and supplies needed went out prior to the event so attendees could cook along or just watch as they preferred.

Cost

\$0- chefs purchased their own ingredients.

Resources Needed

- A second person to film the "class"
- Ingredients – purchased by chef and participants
- Prepared dish (from chef) to show the finished product if there was a longer cooking time involved

Instructions

- Recruit chefs who will demonstrate how to make their dish. Get a list of ingredients and supplies, as well as a photo of the dish from the chef.
- Send out invitations and sign-up sheets to staff. We requested a \$5 donation to attend the class.
- Send ingredient lists to audience in advance in case they want to cook along.
- Chefs need to purchase their own ingredients and prep the items in advance. If the recipe has a baking element, they can make a second batch of the item prior to the event so that they can show the finished product to the audience.
- Host a Zoom meeting with the chef creating the food and explaining any tips/tricks along the way. We recorded the shows in case participants missed the meeting.
- After the event, we sent out the full recipes with instructions.

Best Practices

- Our goal was to connect people in addition to raising funds so we kept the fees low to allow anyone who wanted to participate to feel welcome. And it was a suggested donation also for the same reason.

Sample Communications

Sample Email Invitation

What: Cooking Class #3 – Sea Salt Toffee



When: Tuesday, October 13th 6:00-6:45pm

How to Join: Sign up [here](#), and Alyssa will send a zoom invite.

Event Details: Join Alyssa virtually to make toffee candy. It's simple and delicious. Ps. This would be a great gift for the holidays!

Link for Event Entry Fee: <https://app.mobilecause.com/form/xePlug?vid=b882s>

Community Impact: Among other programs, United Way's nonemergency help line has helped over 6000 of our Dane county neighbors connect with resources to get them through difficulties brought on by the coronavirus pandemic. [\[Read more\]](#). Remember, each dollar donated to the campaign is matched 1-1 by Cummins!



Virtual Pictionary

Shared by Bankers' Bank

Contact

Kevin Means – kmeans@bankersbank.com

Time Commitment

- Low
- Moderate
- High

Virtual/In-Person/Hybrid

- Virtual
- In-Person
- Hybrid

Suggested Donation Amount

\$10

Donations Raised

About \$200

Description

Teams of 3 to 4 play Pictionary via WebEx/Zoom

Cost

\$0

Resources Needed

Nothing outside of everyone's computer/laptop.

Instructions

1. Break up teams into 3 or 4 people
2. Organizer privately sends the picture to draw
3. Drawer uses the drawing function on WebEx/Zoom to draw while their team members guess.
4. Organizer provides the time for every round.
5. Play as many rounds as you'd like.

Best Practices

- Make sure there are prizes
- Try and do it right after work and wrap up before dinner time.

Sample Communications

Only email sent was a notification to all employees to sign up if they'd like to play.