

## 2020 Special Event and Engagement Ideas

### United Way Community Special Events

Even virtually, UW events are great opportunities to engage employees and bring them together from across the organization. There are also sponsorship and volunteer opportunities that could also be offered as ways to engage employees.

Here are some questions to ask:

- How is your workplace dealing with large events which they currently sponsor or participate in?
- Is your workplace willing to participate in a virtual UW event and in what capacity? Eg. sponsor, participants, volunteers?
- What incentives would you/your employees like to receive to encourage registration and motivate them to fundraise?
- Would employees be interested in challenging other departments or other workplaces in their sector to participate?
- What tools/technology do they use to promote events or communicate with employees?
- What can UW provide to assist with their promotions/communications strategy?

Some examples of virtual workplace events:

- Virtual Kick Off can mark the start of your United Way efforts
- Auctions and Raffles (don't forget to get a gaming license!)
- Online games such as Bingo, spelling bees, trivia where employees pay a 'fee' to participate
- Social Media or "Next up" type campaigns – employees can get all dressed up at home (versus casual days at the office) and post pictures of themselves to create awareness about the campaign, do something good challenge where someone tags their next colleague to do something
- Virtual walks/runs
- Online learning activities e.g. cook like a chef, flower decorating, learn a new skill (led by celebrity contacts, professional volunteers or colleagues and a list of supplies for participants to buy can be sent or purchased in advance)
- Online talent competition, photography competition, art, singing, open mics etc. (provided by colleagues from their homes)
- Campaign with the focus on "Donate your Commute" for workplaces that are working from home

Your United Way staff partner is here to support you and can help you plan and customize your virtual events. We are also able to provide videos, messaging, impact speakers as well as joining in events to speak about the impact and work of United Way in our community.

## United Way Engagement Opportunities

With current social distancing practices in place Seeing is Believing tours have been reimagined. While not being able to physically visit partners, there are ways to still highlight UW's work in the community allowing donors and potential donors to see how their donations are helping the people that need it most.

Video introduction from your United Way Staff support person.

- A virtual meet and greet with your United Way representative. It can be a pre-recorded video to share with the team, or a live Zoom meeting. This is a great way to answer any questions that the team has about running a campaign and the work of United Way in our community.

Pre-recorded Seeing is Believing Tours

- Recorded tours of agencies across the region highlighting their work and United Way partnership. There may be a tour of their facility included and information about the need they see and who they support.
- Approximate time – 10 mins per agency tour, with 3 available

Self-guided Neighbourhood Walks

- PDF guides that can be downloaded of a certain neighbourhood (Woodstock, Ingersoll, Tillsonburg), that includes a map with detailed stops of agencies. Included is a description of their services and partnership with United Way, including the community need.
- Participants can find a time that is best suited for them and take some time to get some fresh air while learning about United Way's work in each neighbourhood as well as the history, successes and agencies that support our community.

Virtual Live presentation Zoom Bus Tour

- Participants will be invited to sign up and join a fun and interactive Zoom presentation bus tour hosted by United Way Oxford and our community partners. Guest presenters from a couple of agencies to speak to their programs and if possible, a client share their story. There will also be discussion around the #UNIGNORABLE issues facing our community.
- Approximate time – 1 hour