



United Way
for Southeastern Michigan







VIRTUAL CAMPAIGN TRAINING

Session 3: Virtual Campaign Special Events & Volunteerism



VIRTUAL AUCTION

- Ask staff to donate either items or experiences
- Use OneCause online auction
- High fundraising potential

<p>#102</p>  <p>Keurig Coffee Maker</p> <p>\$160 Sold</p>	<p>#103</p>  <p>4-3-2-1-1 Basket</p> <p>\$300 Sold</p>	<p>#104</p>  <p>A Wallet Full of Gift Cards!</p> <p>\$145 Sold</p>
<p>#106</p>  <p>Amazingclubs.com gift certificate</p> <p>\$200 Sold</p>	<p>#107</p>  <p>Regifted with Love Basket</p> <p>\$75 Sold</p>	<p>#108</p>  <p>Wine Time!</p> <p>\$120 Sold</p>



TALENT SHOW

- Recruit talented staff from all across your company
- Raise funds by charging for virtual tickets
- Similar “live” events: karaoke night, variety show, open mic

TRIVIA EVENT

- Recruit a trivia host
- Use Zoom's breakout feature to create trivia teams
- Raise funds by charging \$5 per player





BABY PHOTO GUESSING CONTEST

- Collect baby photos from staff
- Raise funds by charging \$8 to receive an answer sheet
- Similar events: pets/owners, kids/parents, kindergarten pictures

**Audrey
Walker**



**Todd
Davis**



**Courtney
Hough**



**Leslie
Lynch**



GAME NIGHT

- Use virtual-friendly fan favorites like Jackbox, Heads Up, Charades, Scattergories, or Pictionary
- Charge \$5 to play
- Excellent fundraiser to boost team morale and create engagement



OTHER ENGAGEMENT EVENTS

- Book Club
- Wine Tasting
- 50/50 Drawing
- Spirit Days



SPIRIT DAYS

- Engage your team virtually through campaign spirit days
- Incentivize participation by offering campaign points
- Spread awareness about your company's partnership with United Way through social media



MORE SPECIAL EVENT IDEAS

- Virtual gift basket raffle
- Special speaker event
- Zoom cooking classes
- PTO raffle
- Rent a virtual assistant
- Company Jeopardy
- Floral arrangement class
- Online galas or events
- Virtual "Embarrass the Boss"
- Fantasy Football fundraiser
- Movember mustache contest
- Department competitions
- Skip-a-Latte fundraiser
- Social media challenges

