



# VIRTUAL CAMPAIGN *Ideas*

Are you engaging your coworkers through a virtual campaign? We have ideas to help you build a fun, interactive campaign.

## **SWEAT FOR A CAUSE**

*Ways to get movin' to give back!*

### **Virtual Walk**

Host a virtual walk to benefit United Way. Invite your employees, vendors and key contacts to participate. Post about your virtual walk on social media and ask your followers to participate. Ask them to donate a dollar to United Way for every mile or minute logged during a specific week.

### **Treadmill Relay**

How long can you keep a treadmill relay going? Ask staff to sign up for a time slot (every 15 minutes) and donate at least a dollar per minute. Create a competition between departments to see who can keep their treadmill relay going the longest. Encourage them to reach out to family and friends. Employees can participate from any treadmill – at home, the gym, or take it to the streets! Post a photo of the winning team to social media and be sure to tag United Way of the Plains.

## **PAY TO PLAY**

*Invite staff to donate to United Way to participate in virtual games over the lunch hour. It's a great way to build comradery among staff while they are working from home and support the campaign at the same time.*

### **Staff Trivia**

Invite staff to submit interesting facts about themselves. Host a game show on Zoom where you read facts and ask staff to submit their guesses about who that fact is about in the chat feature. Variations: Ask participants to share three truths and a lie. Have staff guess which is the lie. Or, ask staff to submit pictures of their pet and have participants guess which pet belongs to each staff member.

### **Name, Place, Animal, Thing**

To play, pick a letter. Each participant lists a famous person's name, a place, an animal, and a thing that begins with that letter. The first person to type them into the Zoom chat wins.

### **Charades/Pictionary**

Split participants into two teams. Use a charade or Pictionary idea generator online to choose your words and phrases. Alternatively, use words or phrases that describe the work of United Way. The person who's acting out the charade or drawing uses the Zoom "spotlight" feature, and their team has one minute to figure out the phrase.

### **Read My Lips**

One at a time, participants turn off their mic and say a phrase. Other viewers write in the chatbox what they think that person is saying. The person with the most correct guesses wins!

## **TAP INTO YOUR CREATIVE SPIRIT**

### **Paint Party**

Invite employees to participate in a paint party via Zoom. As the Campaign Champion, you can guide them through the steps to create a "masterpiece" or follow along to a YouTube instructional video. Invite employees to pay to vote for their favorite (\$5 = 5 votes)! Money raised goes to United Way. Post the winning painting to social media and be sure to tag United Way of the Plains.

**MORE IDEAS ON THE BACK ►**



**United Way of the Plains**

### Face Mask Decorating Contest

Face masks don't have to be boring! Ask employees to submit a photo of a mask they've decorated. Invite employees to pay to vote for their favorite (\$5 = 5 votes)! Money raised goes to United Way. Post the winning painting to social media and be sure to tag United Way of the Plains.

### Pumpkin Carving Contest

Hosting your campaign over Halloween? Ask employees to submit photos of their most creatively carved pumpkins. Invite employees to pay to vote for their favorite (\$5 = 5 votes)! Money raised goes to United Way. Post the winning painting to social media and be sure to tag United Way of the Plains.

### Talent Show

Tap into hidden talents! Invite your employees to participate in a virtual talent show on Zoom or Facebook Live. Ask the audience (employees, vendors, key contacts, whoever you invite!) to donate to United Way. Post a video of the winning performance on social media and tag United Way of the Plains!

## TRIED AND TRUE

*Some of your favorite campaign activities still work, even in a virtual environment!*

### Silent Auction

Collect auction items from vendors and key contacts. Be sure to also include items like a month of parking in a coveted spot by the door, the option to "Flee at Three," an extra-long lunch hour or the ability to come in late one day. Money raised goes to United Way. Email photos of auction items or post on your intranet. Ask employees to submit their bids via email. Update staff daily where bids stand.

### Supervisor Rental

Ask supervisors to set aside a day for running errands for staff. Each supervisor should set an hourly price for their time. Employees can pay to have them complete simple tasks – wash their car, pick up a pre-paid grocery order, perform easy yard work, walk your dog, file a stack of paperwork, stuff envelopes for a mailing, etc.

### Scavenger Hunt

United Way's website is filled with great information and stats! Compile a list of questions about what United Way does and send staff on a scavenger hunt to find the answers. The first person to answer all the questions correctly wins! Visit [unitedwayplains.org/what-we-do](https://unitedwayplains.org/what-we-do) to get started.

## SOCIAL MEDIA

Share photos and post updates about your campaign on social media. Remember to tag United Way of the Plains (@unitedwayplains).



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## UNITED WAY OF THE PLAINS

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