

Campaign Event and Activities Guide

Last updated: May 2022



United Way
Alberta Capital Region



Table of Contents



United Way
Alberta Capital Region

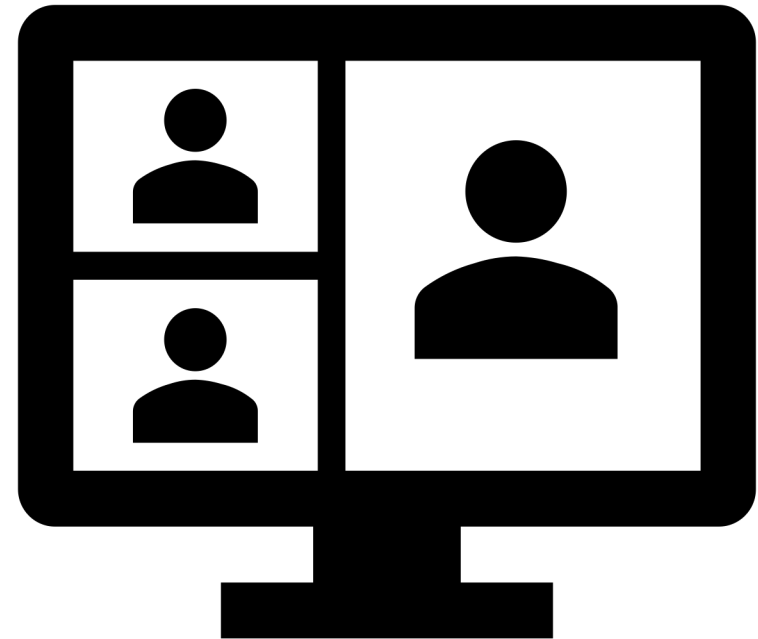
- Best Practices
- Engagement Focused
 - Concerts & Talent Shows
 - Contests
 - Parties & Entertainment
 - Crafts
 - Games
 - Cooking
 - Trivia
 - Challenges & Events
- Fundraising Focused
- Hosting Platforms
- Fundraising Platforms
- Tax Receipting
- AGLC/Online Gaming

Things to Keep in Mind



United Way
Alberta Capital Region

- All events must follow your organization's protocol for COVID-19. All suggestions in this guide could be implemented in-person, online, or as a hybrid option with some alteration.
- With some people still working from home and looking for ways to engage their families, consider events that could include a family-friendly option.
- To garner greater participation in events or for the pledge drive, you could have draws/prizes/incentives (e.g., a day off with pay, gift cards, etc.).
- A good philosophy is to run engagement events first, followed by your pledge drive, and then other fundraising-focused events.
- Reach out to your United Way contact for support in running events and more information on best practices.



Engagement Activities



<u>Engagement Activity</u>	<u>Description</u>	<u>How to Participate</u>
<u>DIY Kits</u>	Choose from multiple DIY options. Creating these kits are a great way to help your community as you practise physical distancing. They are easy, accessible and a flexible way for you and your colleagues to contribute.	Contact volunteer@myunitedway.ca for additional details or visit our website.
<u>Days of Caring</u>	We have some options for in-person volunteering such as the Edmonton Food Bank as well as at our InKind Exchange as needs and COVID restrictions permit.	Contact volunteer@myunitedway.ca for the most up to date list and to discuss in-person options and volunteer COVID protocols.
<u>Impact Speaker Program</u>	Our Impact Speakers are a great educational addition to any event! We have a variety of speakers that highlight the collaborative work United Way does in our community as well as provide a deeper understanding of where donations go and how it helps individuals and families. .	Contact speakers@myunitedway.ca for dates and topics and the website for more information.
<u>Product Drives</u>	This can be done through a collection of products or gathering of funds to purchase the product needed. Product drives can be done for the following: • Tools for School • Coats for Kids and Families • Care Hygiene Kits • Feminine Hygiene items *Due to COVID we are unable to provide any collection boxes.	Contact inkind@myunitedway.ca to get more information on how to organize a product drive.

Engagement Focused



United Way
Alberta Capital Region

Engagement focused events are geared towards employee engagement, education on the cause, and team building. These may not have a significant fundraising component, but it can always be incorporated.



Engagement: Concerts & Talent Shows

Host an Online Concert

Description:

Book an artist to perform for all staff

Length of Event – One to two hours

Platform to Host – Zoom, Teams, Google Meet, or any web-based platform that will allow video

Cost to Run Event – \$0, unless a prize is purchased for winning talent

Other things to keep in mind – Can be used as a kick-off or wrap-up event, with speakers from the organization to help launch the campaign or announce the campaign total.

Hybrid Opportunity – Everyone in the office can gather in a boardroom or common room while others watch from home. Or ask the artist to perform at your office and stream it out to folks working from home.

Variation – To add a fundraising component, host event on Eventbrite or and charge for attendance.

Virtual Talent Show/Open Mic/Improv Night

Description:

Have individuals perform their talent live or have pre-recorded talents that are shared. Can add a voting element or sell tickets for people to attend.

Length of Event – 60 to 90 minutes

Platform to Host – Zoom, Teams, Google Meet, or any web-based platform that will allow video

Cost to Run Event – \$0, unless a prize is purchased for winning talent

Other things to keep in mind – This event could be a showcase for the talented individuals to solicit donations from friends/family (using Classy).

Hybrid Opportunity – Everyone in the office can gather in a boardroom or common room while others watch from home. Or, ask the performers to perform at your office and stream it out to folks working from home.

Variation – To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Engagement: Parties & Screenings

Themed Event/Party

Description:

Halloween Costumes, Ugly Christmas Sweaters, Masquerade Party, etc. Can add a voting element for best costume, sweater, etc.

Length of Event – 30 minutes to two hours

Platform to Host – Zoom, Teams, any web-based platform that will allow video; social media or internal site to share photos of creations afterwards

Cost to Run Event – \$0, unless want to purchase a prize

Hybrid Opportunity – People can participate via online platforms and in-person.

Variation – To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Drive-In or Movie Night

Description:

Screen a movie on a large screen or blank wall of a building with attendees watching from their vehicles, lawn chairs, or screen a movie for everyone to watch at home. Can see if food vendors would be available to be there or can add a trivia component after the movie to engage participants further.

Length of Event – Two to three hours

Platform to Host – In person using a large screen for drive in (would need to be able to connect through radio for sound). Can use any online platform to screen movie for at home (e.g., Zoom, Teams)

Cost to Run Event – \$0, unless need to rent screen or projector for drive in - food on site would be paid for by participants unless organization wanted to provide food/beverages. May be minimal cost to rent movie for in-home screening.

Other things to keep in mind – Be sure to sure to follow user rights for screening movies. Screening a movie publicly is subject to public performance license rules.

Hybrid Opportunity – Combine streaming opportunities as needed.

Variation – To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Engagement: Challenges & Events

Executive Challenges

Description:

Like an Ice Bucket Challenge, a Hot Wings Interview or Pie Your Leader, have executive team members volunteer to take the challenge to help raise awareness for your campaign. This is a great addition to an all-staff or campaign wrap-up event.

Length of Event – Open

Platform to Host – Zoom, Teams, any web-based platform that will allow video, or social media

Platform to Fundraise – Classy

Cost to Run Event – \$0, unless purchasing items like eggs or "pie" supplies

Hybrid Opportunity – To complete this remotely, have family members help Executives complete and record the challenge at home, or live stream it.

Variation – To add a fundraising component, host event on Classy and ask for donations towards the number of pies throw, ingredients in the pie, number of buckets of water, heat of wings, etc.

Outdoor Events

Description:

Host events that people can attend, such as a golf tournament, bocce ball, disc golf, or a company picnic/BBQ etc. Keep in mind the COVID policies around physical distancing/gathering.

Length of Event – 30 minutes to one day

Platform to Host – In person, at a golf course, park, etc.

Platform to Fundraise – Eventbrite; Classy

Cost to Run Event – \$0, unless want to purchase a prize or organization has a budget to pay for green fees, etc.

Other things to keep in mind – Would need to follow your company's current COVID protocols.

Hybrid Opportunity – Consider food trucks or prepackaged food for attendees or having attendees sign up for timeslots to attend if you're needing to limit the number of attendees at one time and to limit handling of common utensils, etc. For remote staff, food or food gift cards can be delivered to them.

Variation – To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Engagement: Contests

Scavenger Hunt

Description:

Options can include photos, finding items outside/in your neighbourhood or inside your house or office; using the Internet/finding items or solving clues that lead to different websites; using Google Earth (can explore museums around the world) or other digital tools; Geocaching; etc.

Length of Event – 30 minutes to three weeks

Platform to Host – Email, SharePoint, Teams, social media, any platform where people can share photos (or video if shorter time frame and sharing items found live)

Cost to Run Event – \$0, unless want to purchase a prize

Other things to keep in mind- This is a great way to build in information about the work United Way does in our community.

Hybrid Opportunity – Items selected to be found can be home or office items. People can participate in teams – in-office colleagues can pair with working-from-home colleagues.

Variation –To add a fundraising component, host event on Eventbrite or Classy and charge for participation.

Photo Contest

Description:

Team members share images as requested (baby photos, cute pets, office décor, etc). The top 3 with the most likes receives a prize.

Length of Event – Open

Platform to Host – Zoom, Teams, any web-based platform that will allow video; social media or internal site to share photos of creations afterwards

Cost to Run Event – \$0, unless want to purchase a prize for the winner

Hybrid Opportunity – Photos can be submitted via email or to an internal social channel; they could also be posted in common office areas like kitchen poster boards and hallway TVs.

Variation –To add a fundraising component, host event on Classy and charge for photo submissions.

Engagement: Crafts

DIY Terrarium/ Birdhouse

Description:

Connect with a company that can do this virtually or choose premade kits that can be put together easily. Supplies can be picked up, or delivered and items can be built from home while connecting online.

Length of Event – 60 minutes

Platform to Host – Zoom, Teams, any web-based platform that will allow video

Cost to Run Event – \$0, unless organization is covering the cost of supplies, approx. \$20-\$100/person depending on size of terrarium or birdhouse.

Hybrid Opportunity – Provide kits ahead of event for everyone, so people can participate at home or in-person.

Variation –To add a fundraising component, host event on Eventbrite or Classy and charge for participation.

Paint Night

Description:

Connect with a company or volunteer that can do lead this event. Supply paint supplies to staff so everyone can paint along together with instructions.

Length of Event – 60 to 90 minutes

Platform to Host – Zoom, Teams, any web-based platform that will allow video

Cost to Run Event – \$0, unless organization is covering the cost of supplies, approx. \$20-\$40/person depending on paint supplies.

Hybrid Opportunity – Provide supplies ahead of event for everyone, so people can participate at home or in-person with a live stream or online meeting room.

Variation –To add a fundraising component, host event on Eventbrite or Classy and charge for participation.

Engagement: Games

Online Games

Description:

Jackbox (or other party games using your phone to answer questions); Kahoot (or other trivia platforms); online games (e.g., Murder Mystery, Cards Against Humanity, Family Feud, Smarter Than a 5th Grader, Minute to Win It).

Length of Event – One to two hours

Platform to Host – Zoom, Teams, or any web-based platform where people can get together. Some games have their own online platforms.

Platform to Fundraise – Eventbrite; Classy (charge for participation)

Cost to Run Event – \$0, unless needing to purchase game platform or wanting to purchase a prize

Hybrid Opportunity – Staff can gather in-person to participate in these games, or use a virtual platform to include remote staff

Rubber Ducky Float or Marble Run

Description:

People buy a rubber ducky and float it down the river to see whose duck wins the race, or people buy a Marble and you release it down a track to see who wins the race.

Length of Event – 15 minutes to one hour

Platform to Host – Zoom, Teams, any web-based platform that will allow video. May be able to have participants in person depending on size of event and ability to social distance.

Platform to Fundraise – Eventbrite; Classy (charge for attendance)

Cost to Run Event – Purchase of ducks/marbles and purchase of a prize

Other things to keep in mind – Will want to check with your municipal bylaw department to see if there are restrictions or permits needed for use of public waterway.

Hybrid Opportunity – Use a live stream to broadcast the races if staff are remote or hybrid.

Engagement: Cooking

Cooking Class or Challenge

Description:

Have an individual host a cooking class, sharing their "famous" recipe and how to make it with participants. Or have a cooking challenge like the TV show "Nailed It," where participants get a list of ingredients and a general idea of what they need to make (cake, plated dinner, etc.), and after a certain amount of time, gather everyone back to see who nailed it!

Length of Event – One to four hours

Platform to Host – Zoom, Teams, any web-based platform that will allow video, social media, or internal site to share photos of creations afterwards.

Cost to Run Event – \$0, unless want to purchase a prize, as individuals will purchase their own ingredients

Other things to keep in mind – List of ingredients and amount of each will need to be shared out ahead of time so participants can make sure they have what is needed.

Hybrid Opportunity – Having remote participants cook along at home with delivered ingredients, or have staff cook at home on their own time and share photos/videos of their final products.

Variation –To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Cookbook

Description:

Make a company cookbook with recipes contributed by staff and compiled by the committee, the book is then sold to staff.

Length of Event – Open

Platform to Host – Site where electronic cookbooks can be compiled and link to book sent to purchasers.

Cost to Run Event – \$0, unless using a site that has a fee associated

Hybrid Opportunity – Collecting recipes and submitting online then distributing a PDF of the cookbook or selling and mailing physical copies.

Variation –To add a fundraising component, host event on Eventbrite or Classy and charge for purchasing a copy.

Engagement: Trivia

Trivia Contest

Description:

Host a trivia contest virtually – it can run for a single day or multiple days – either would have all participants involved for the entire contest or reduce number of participants based on score until there is only one person left.

Can tie into organization/campaign with questions about work of United Way, needs in the community and your organizational partnership with United Way.

Length of Event – 60 minutes to one week long

Platform to Host – Zoom, Teams, any web-based platform where people can post/respond to questions.

Cost to Run Event – \$0, unless want to purchase a prize

Hybrid Opportunity –

Variation – To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Family Feud

Description:

Host a virtual Family Feud night – a team event based off the hit show. The show consists of a host and two teams competing against each other. Team size should be 3-6 participants.

This has a two-part engagement process: surveying staff to build your answer board and the game itself. Alternatively, the first process can be skipped and survey questions and answers from past 'Family Feud' episodes can be used.

Length of Event – One to two hours

Platform to Host – Microsoft Forms, Google Forms, Survey Monkey, etc. for part one. Zoom, Teams, or any web-based platform where people can post/respond to questions for part two.

Cost to Run Event – \$0, unless want to purchase a prize

Hybrid Opportunity –

Variation – To add a fundraising component, host event on Eventbrite, or Classy and charge for participation.

Fundraising Focused



United Way
Alberta Capital Region

Fundraising focused events are geared towards getting donations, but these are also great engagement and teambuilding opportunities.



Fundraising: Health and Wellness

Virtual Yoga-thon, Zumba, Workout Session

Description:

Participants join an online yoga, Zumba, workout class, or other wellness activity, a fee is charged for participation

Length of Event – 30 to 60 minutes

Platform to Host – Zoom, Teams, any web-based platform that will allow video

Platform to Fundraise – Eventbrite; Classy

Cost to Run Event – \$0 (if instructor is internal or donates their time)

Fitness Tracking Challenge

Description:

Participants track distance or steps taken, stairs climbed, etc. Set a goal or distance for teams to reach. (Walk the World, 30th Campaign climb 30 floors, etc.) Teams compete against one another and funds are raised by “purchasing” steps towards the goal OR paying towards penalties against other teams.

Length of Event – One week or more

Platform to Host – Classy, Social Media, Internal Website

Platform to Fundraise – Classy;

Cost to Run Event – \$0

Fun Run/Walk/Bike; Marathon

Description:

People sign up to do a fun run/walk/bike ride in their neighborhood. Distance can be predetermined or left up to participants. A fee can be charged to participate, or individuals can be sponsored per kilometer, etc.

Length of Event – 30 to 60 minutes; 24 hours

Platform to Host – Can use an app like Strava or Zwift, Internal Website, Social Media, etc.

Platform to Fundraise – Eventbrite; Classy

Cost to Run Event – \$0

Hybrid Opportunity: You can host this event live and stream it for those at home.

Fundraising: Marathon / Telethon

Host a Marathon Event

Description:

Could be any form of marathon – video game, binge watching a series, staying awake, etc. Anyone can participate, have an online platform that people can log onto and connect with other participants.

Length of Event – 24 hours

Platform to Host – Zoom, Teams, any web-based platform that will allow video

Platform to Fundraise – Eventbrite; Classy

Cost to Run Event – \$0, unless "renting" an online game system, selection of movies, etc. for streaming

Host a Telethon

Description: Host a live telethon where staff contribute over a specified period of time – have a “live ticker” so you can see funds raised in real time. If there are senior members of the organization, see if they would be willing to “sponsor” an hour – if we raise \$X this hour, so and so will donate \$X.

Length of Event – One to three days

Platform to Host – Zoom, Teams, any web-based platform that will allow video. Would also need a way for staff to call and donate, or site they can contribute to.

Platform to Fundraise – Classy

Cost to Run Event – \$0, unless there were incentives or prizes for people to connect.

Other things to keep in mind – Can add additional elements to this event, such as talent shows, webinars, anything to keep staff engaged, educate about United Way, etc. Classy could be added as a fundraising tool if there were elements that people would want/need to solicit family and friends (for example, the talent show portion).

Fundraising: Auctions/Online Sales

Online Auction

Description: Using a digital platform, you can turn silent auctions into online auctions.

Length of Event – One to six weeks

Platform to Host – Any platform can be used including SharePoint of internal sites. 32 Auctions has been used and linked to our stripe account for online payments. 32 Auctions has a free and pay option.

****Note** – this is not an endorsement for 32 Auctions

Platform to Fundraise – Would be the same as hosting. May be able to connect to United Way directly for online payments.

Cost to Run Event – \$0 if all items are donated

Other things to keep in mind – Can solicit from companies, internally from staff, or use budget if available to purchase items for auction.

Treat Auction or Online Bake Sale

Description:

Treat Auction – similar to an online auction. You bid on different items that will then be baked by a co-worker or have been purchased from a store.

Online Bake Sale – similar to online shopping. You buy baked goods and then you pick them up at work or from a different location.

Length of Event – Auction – one week; Bake Sale – one day

Platform to Host – Any web-based platform that can showcase the items or host an auction; can also use SharePoint or internal sites. Eventbrite may also work for online sale if the number of items is limited.

Platform to Fundraise – Would be the same as hosting. May be able to connect to United Way directly for online payments of items where full amount is donated.

Cost to Run Event – \$0 if all items are donated or cost recovery

Other things to keep in mind – Can solicit from companies, internally from staff, or use budget if available to purchase items.

Fundraising: Online Shopping and Sales

Online Shopping

Description:

Similar to an online auction, but items have a set price and are sold instead of bid on (online garage sale/IT garage sale).

Home based business product sales, ex. Epicure – kits are sold with a portion of the proceeds being donated.

Other examples could include t-shirts or reusable/washable face masks.

Length of Event – One to six weeks

Platform to Host – Any web-based platform that can showcase the items; can also use SharePoint or internal sites as well as supplier sites.

Platform to Fundraise – Would be the same as hosting. May be able to connect to United Way directly for online payments of items where full amount is donated.

Cost to Run Event – \$0 if all items are donated or cost recovery

Other things to keep in mind – Can solicit from companies, internally from staff, or use budget if available to purchase items.

Fundraiser Sales

Description:

Purdy's Chocolates, Little Caesar's Pizza Kits, Cookie Dough, etc. (schools and extra-curricular activities generally sell these).

Length of Event – Open

Platform to Host – Any web-based platform that can showcase the items; can also use SharePoint or internal sites as well as supplier sites.

Platform to Fundraise – Would be the same as hosting. You generally pay a company directly for items and then they will send fundraising portion back or to charity directly.

Cost to Run Event – \$0

Fundraising: Bottle Drives and Theme Days

Bottle Drive

Description:

Individuals could take their bottles in and use an online platform to donate the funds received.

Length of Event – Open

Platform to Host – N/A

Platform to Fundraise – Classy

Cost to Run Event – \$0

Casual/Theme Days

Description:

Individuals pay a fee to dress casually (in jeans) or in a previously identified theme.

Length of Event – Open

Platform to Host – N/A

Platform to Fundraise – Classy

Cost to Run Event – \$0

Hosting Platforms

An important first step when planning your events is verifying what technologies are available to employees. Meet with your team to verify what existing technology your workplace has to facilitate hybrid/virtual events. It is also important to consider if all employees can access the same online tools or if there are variations depending on business area or department.

Event hosting platforms can include Zoom, Microsoft Teams, Google Meet, WebEx, internal sites, social media (e.g., TikTok), email, in person (keeping social distancing in mind), any web-based platform, online auction website, supplier site, apps, etc.



Hosting Platforms



United Way
Alberta Capital Region

For best results, use the system available to your workplace (WebEx, Skype, Teams, etc.)

You can also request to use United Way's Zoom or Microsoft Teams account to support your event by contacting your United Way Representative. Some things to consider:

Zoom:

- Depending on availability, only one event can occur at a time
- Up to 100 logins per event
- Ability to use breakout rooms

MS Teams:

- Individual links are created, multiple events can occur at the same time
- Up to 250 logins per event
- Ability to use breakout rooms



Fundraising Platforms

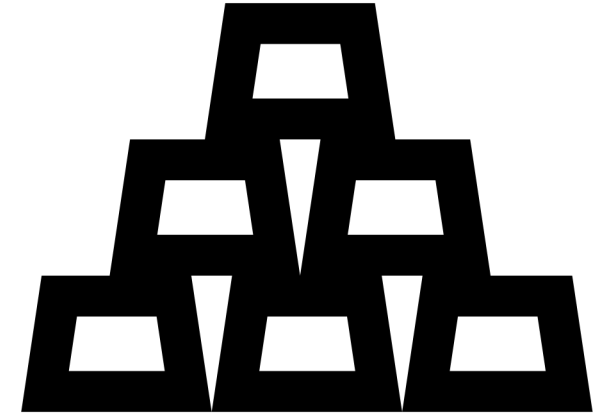


United Way has tools to facilitate fundraising events:

- **Eventbrite**
 - Where purchase or participation is by entry fee
- **Classy**
 - Where participants solicit donations from friends and family (peer to peer)
 - Where purchase or participation is by donation
- **Rafflebox**
 - Used to support online raffles

Other fundraising tools could include:

- Online auction website, internal organization site, supplier site, etc.



**All requests should
be made 3 WEEKS IN
ADVANCE to ensure
ample time to set up**

Tax Receipting



Some events may be eligible for a tax receipt – please visit www.myunitedway.ca/campaign-resources for more information on tax receipt requirements and to find applicable request forms.

FAQS

1. Are special events able to get a tax receipt?

- Some **are**: Casual Days, donations from bottle drives, telethons, and virtual challenges
- Some **aren't**: auction purchases, paint night, trivia contest entry fees

2. Are donated items able to get a tax receipt?

- Some **are**: Purchased, with invoice or receipt & if item was used towards fundraising activities
- Some **aren't**: Used goods, homemade goods, 're-gifted' goods, store donated gift certificates

3. How and when will participants receive their tax receipt:

- Tax receipts will be emailed to donors within 10 days of the payment being processed for eligible donations made via United Way fundraising platforms.

Tax Receipting



United Way
Alberta Capital Region

We encourage 'handsfree' donations whenever possible. If a donation is made via cash, credit, or debit machine, tax receipts will be sent by the end of February of the following year.

NOTE – requests must be made for tax receipts in these instances, event coordinators need to ensure donation details are captured.



Questions?



United Way
Alberta Capital Region

**Contact your United Way Representative
or call 780-990-1100**