



### Virtual Campaign Event Ideas

- Electronic **kick-off** with leadership endorsement
  - Host a video conference via Zoom GoTo Webinar, Google Meets, etc.
  - Invite employees to share stories and/or to wear something that aligns with the campaign theme
- Virtual **lunch n learns** – highlight the different participating nonprofits within the campaign and their impact on the community
  - Have one that introduces the campaign and all the participating federations - representative from each federation speak for a short period of time on the work they do
  - Have an impact speaker present and speak on the impact the campaign and campaign dollars have made on their nonprofit and the communities they serve
  - Highlight a different topic and corresponding nonprofits each week (health, homelessness, education, environment, etc.)
- Create and distribute virtual “I gave” **campaign stickers** or pins that employees who give can have and place on their Zoom videos, email signatures, etc.
- Create and distribute virtual “I gave” **digital backgrounds** that employees who give can have and place on their videos
- Cutest **pet photo competition** – winner gets a gift card?
- **Top chef competition** – share recipes via Zoom during lunch one day or as a “happy hour” after work
- **Virtual Cooking Class** with local chef- get lesson and list of supplies needed for the recipe
- **Virtual concert** – host a concert with a local artist or band via Zoom and raise money by charging a fee to join or RSVP to the event
- Virtual **at-home volunteer projects** that can be put together over Zoom as a group or individually via a word document explaining steps. Then have employees donate their kits, masks, etc. to one of the federations within your campaign or have employees choose which federation to donate their finish project to
- Virtual **auction via 32 Auctions** – have employees create baskets or get donations from local companies and then employees bid on the items they like virtually
- Nailed It! **Themed Zoom competition** – pay to participate and pledge to be a spectator
- **Best shelter in place videos or photos** – winner gets a prize Virtual Campaign Event Ideas 2020
- **Virtual Walk Challenge**- have employees take pictures of their activity trackers for steps/mileage while they are out walking
- **Virtual Trivia**-Trivia questions about nonprofits in the campaign- Trivia Mafia is a great partner

- **Virtual Talent Show-** Employees can submit videos so coordinator can compile videos. Federations reps and/or leadership as judges
- **Virtual Jimmy Fallon Games** vote for your favorite leaders to perform in a lip synch battle or play your colleagues in the Box of Lies! The ideas are endless!
- **Virtual flower gram or e-card** - Pay a dollar to have an e-card sent to co-workers to show your appreciation for everything that they do.
- **Host an online yoga or fitness class.** Find a fitness instructor willing to donate his/her time.
- **Virtual Rube Goldberg contest** -Hold a contest between departments or employees
- **Virtual Best Halloween costume event-** Best family costumes, Best movie character, and/or Best DIY costume

#### Tips for Virtual Events

- Check with IT for approved online meeting platforms
- Test your virtual events at least a week prior to the event, to ensure you have time to figure out how to fix any glitches or obstacles your virtual event may face
- If your workplace has a YouTube channel use it to upload compilations of submitted videos
- You will need to find a way for employees to pay so they can participate or play in your virtual events
- Contact your payroll to find the easiest online way for employees to donate to participate and watch events