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UNITED WE WIN.**
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Fundraisers in a Socially Distanced Workplace

July 30, 2020


United Way of the Benzoos Valley 




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Purpose of Today:

- Review the importance and value of hosting fundraisers in your workplace to supplement your campaign efforts.
- Brainstorm ideas for adapting fundraisers to work in a socially distant workplace.

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Introductions

The Resource Development Team

Alison Prince, <i>President & CEO</i> 979-696-4483 x101 979-220-3046 (cell) aprice@uwbv.org	Norma Noonan, <i>Coordinator – Donations Management</i> 979-696-4483 x118 nnoonan@uwbv.org
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United Way of the Brazos Valley fights for the health, education, and financial stability of every person in the Brazos Valley.



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Workplace Campaigns

- Kick-off Effort: event, email, video
- Campaign Rallies with employees to share United Way message and allow employees opportunity to complete Pledge Forms
- **Fundraiser Activities: recommended after Pledge Forms are completed.**



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Fundraiser Activities

- Supplement and further your Workplace Campaign Activities
- Careful to not take away from Payroll Deduction pledging
- Can be used to build competition or teamwork
- Can be used to call attention to one issue or cause (designate to specific focus area of Education, Financial Stability or Health)
- Completely optional and not required



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Traditional Ideas

Fun Ideas for Employee Workplace Campaigns:
uwbv.org/campaign-toolkit/

The image shows two overlapping document pages from a toolkit. The top page is titled 'SPECIAL EVENT IDEAS' and lists various activities like 'Virtual Open House', 'Virtual Fundraising Event', and 'Virtual Charity Auction'. The bottom page is titled 'Traditional Ideas' and lists activities like 'Virtual Fundraising Event', 'Virtual Charity Auction', and 'Virtual Fundraising Event'. Both pages include detailed descriptions and instructions for each activity. The United Way logo is visible in the bottom right corner of the pages.

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Fundraisers in a Socially Distant Workplace

- How are you feeling today?
 - What now?
 - Starting to refigure 2020?
 - This is the New Normal, Let's Go!

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Fundraisers in a Socially Distant Workplace

- Let's talk about virtual fundraising activities that can be completed in place of in-person events
 - Keep in mind
 - Low cost
 - Simple
 - Creative
 - Fun

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Virtual Work Out Class

Supplies Needed:

- Digital video platform that is available to all participants. Could be Zoom, WebEx, Go-to-Meeting, etc.
- Any specialized equipment depending on the class (yoga mat, dumbbells, etc)

Instructions:

- 1) Identify employees who are interested and available to host a class via Zoom, WebEx or other video platform
- 2) Work with the workout leaders to identify the days and times they will be hosting the classes. Try having a variety of times that are available, depending on people's schedules (i.e. early morning, lunch break, right after work, etc).
- 3) Email employees to inform them of the choices they have and to sign-up to attend. Sign-up can be done via Google sheet, or by emailing a designated individual. Email should also specify how to pay for the class.
- 4) Classes are conducted live via a video platform (Zoom, WebEx, Go-to-Meeting, etc)

Suggested entry fee: \$5-10



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Coronavirus Swear Jar

Supplies Needed:

- Clear jar of some type that can be placed in a public area in your business.

Instructions:

- 1) Place the jar in an open area and decide how much people should put in.
- 2) Send out an email laying out the ground rules to fellow employee.

- Suggested entry fee: \$1-2 each time the virus/crisis is mentioned (at least outside of necessary mention).
- *Equity considerations: As with all campaign activities, this challenge should be optional and care should be taken to address negative comments of microaggressions. Employees who have suffered from COVID-19 or had a loved one who suffered or died from the disease may not appreciate laking humor in the current situation. You'll want to think about the sensibilities and present situation of your employees before moving forward with this activity. Access: None. Mobility issues: None. Ability issues: None.*



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Virtual Book Club

Virtual Book Club

Gather employees together to talk about the latest best-seller, and donate what they would have spent on the in-person club to a good cause!

Supplies Needed:

- Digital video platform that is available to all participants. Could be Zoom, WebEx, Go-to-Meeting, etc.
- Physical or electronic copies of the book chosen for the book club. Tip: Your local library may have special book club packages with enough books for everyone.

Instructions:

- 1) Chose a book. These can be chosen by a committee or even by an employee vote.
- 2) Select discussion leaders who will organize the book club(s).
- 3) Email employees to inform them of the choices they have and to sign-up to attend. Sign-up can be done via Google sheet, or by emailing a designated individual. Email should also specify how to pay for the class, and options for securing a copy of the book (s).
- 4) Gather employees together via a virtual platform for the discussion(s).



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Let's hear your ideas!



- Low Cost
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Campaign Toolkit

- <https://uwbv.org/campaign-toolkit/>
 - Links to training materials
 - Internal Coordinator Guidebook
 - Digital Workplace Campaign Guide
 - Promotional posters and sample email communications
 - Links to videos for running campaign rallies
 - Helpful planning tips on various aspects of campaign

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Next Steps

- Contact Maggie to brainstorm fundraisers for your campaign
 - mgray@uwbv.org
 - We will review the planning process and help you in your efforts
- Build your team and engage your Leadership

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