

## Virtual Fundraising Suggestions for Valley of the Sun United Way Campaign

Set up online platforms that are best for your company to host additional fundraising challenges to boost engagement with your team!

**Virtual Concert** – Partner with a local artist or talented employee to host a virtual benefit concert for your team. Use a platform to register attendees so that they can purchase tickets for entry.

### HOW TO:

- Determine if this event will be live or through video submission.
- Partner with a local artist or employee to host a company concert and promote through email, intranet and/or company social media on how to purchase tickets.
- If external partner is used – confirm technology is compatible and determine if livestreaming is an option. Have a practice session prior to event to ensure all issues are resolved.
- **IF LIVE:** promote a day/time to host event through online meeting platform. Attendees purchase a ticket for entry to view the show.
- **IF RECORDED:** promote a day/time to host event through online meeting platform. Share videos of concert through YouTube, Vimeo, or Google Drive.
- Send thank you messages to all participants and performer(s).
- Submit ticket sales proceeds to Valley of the Sun United Way.

**Virtual Talent Show or Open Mic Night** – Let your employees shine! Ask employee to contribute a suggested donation “cover charge” to receive a link to a virtual talent show or open mic. Have a host to make the event fun and efficient!

### HOW TO:

- Determine if this event will be live or through video submissions.
- Pick a start + end date for contestants to submit their talents or talent videos.
- Promote either live or recorded event with clear end dates and instructions to employees. Determine if the winner(s) get a prize to add additional excitement.
- **IF LIVE:** promote a day/time to host event through online meeting platform and determine the run of show based on submissions. Attendees to contribute a suggested donation for entry to view the show. At the end of the event, set up a poll for attendees to vote on their favorite acts.
- **IF RECORDED:** Determine final day to accept video submissions. Once all received, share videos of acts through YouTube, Vimeo, or Google Drive. Have employees vote for their favorite by making a suggested donation as a vote towards the winner. Clearly define an end date and time and whoever has the most donations at the end is the winner!
- Send thank you messages to all participants and contestants and share links to all videos or recording of the event.

- Follow up with winner to provide a prize and submit donations to Valley of the Sun United Way.

**Virtual Bake Sales** – A classic fundraiser turned virtual. Instead of buying treats, buy recipes with a suggested donation to make at home!

**HOW TO:**

- Determine length of time to run virtual bake sale and promote through email, intranet, and/or company social media.
- Gather family or favorite recipes from employees and create a virtual cookbook either through Microsoft Word, Google Pages, or e-book website.
- When employees make a donation, follow up with a link to the recipes or send the document.
- Encourage employees to make items and share photos/videos of the final product to promote throughout the timeframe.
- Submit donations to Valley of the Sun United Way.

**Pie in the Face** – A classic fundraiser gone virtual. Select several leaders within your organization and set a goal – whichever leader has the most votes, gets a pie in the face! Employees can contribute a vote through a suggested donation. Enlist friends and family to pie the leader in the face either live in a virtual meeting setting or recording and sharing through YouTube, Vimeo, or other sites.

**HOW TO:**

- List the names of volunteered leadership with ability to make a donation per leader.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Once event ends, calculate and confirm the leader with the most votes or highest donation total.
- Coordinate with leader when/where they will be pied in the face (live or recorded) and share with staff.
- Submit donations to Valley of the Sun United Way.

**Cooking Class** – Find employees to host or record a cooking demonstration or partner with a local chef in the community to teach an online cooking class. Register attendees with a suggested donation to learn new meals or different techniques to learn.

**HOW TO:**

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- **IF LIVE:** promote a day/time to host event through online meeting platform. At the end of the event, set up a poll for attendees to vote on their favorite acts.



- **IF RECORDED:** Determine final day to accept video submissions. Once all received, share videos of acts through YouTube, Vimeo, or Google Drive during the day/time confirmed for event.
- Submit donations to Valley of the Sun United Way.

**Happy or Social Hours** – Employees can contribute a suggested donation for a link to a happy hour.

**HOW TO:**

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- During happy hour, consider playing games, hosted conversation topics, or having a theme.
- Create or share cocktail and non-alcoholic drink recipes.
- Submit donations to Valley of the Sun United Way.

**Host Movie Day In** – Host a time for employees to take a break and watch a movie! Employees can join the movie by registering with a suggested donation.

**HOW TO:**

- Create and install a Netflix Party account and ensure that it is compatible and allowable for employees.
- Provide the link to the event details to registered attendees
- Select an online meeting platform and set a date, time, and movie selection for event.
- Send party URL to all participants to join Netflix Party (<https://www.netflixparty.com/>).
- Submit donations to Valley of the Sun United Way.

**At Home Fashion Show** – Select leadership to model in an at home Fashion Show. Each leader is given different looks in different themes (pajamas, formal wear, etc.). Encourage employees to contribute a “cover charge” with a suggested donation for admission to attend.

**HOW TO:**

- Provide the link to the event details to be included in registration email.
- Select an online meeting platform and set a date, time, and themes for event.
- Designate leadership / employees to participant as models and have them either record their looks or set a schedule for themes / looks to run live.
- At the end of the event, set up a poll for attendees to vote on their favorite looks.
- Submit donations to Valley of the Sun United Way.



**Employee Online Tutorials** – Have employees teach their skills to fellow employees by hosting online tutorials. Have employees contribute a suggested donation for a link for each class.

**HOW TO:**

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Determine number of events and employees who are able to host online tutorials. Each class will need its own event confirmed on company calendar.
- **IF LIVE:** promote a day/time to host event through online meeting platform. Attendees contribute a donation for a ticket to entry to view the show. At the end of the event, set up a poll for attendees to vote on their favorite acts.
- **IF RECORDED:** Determine final day to accept video submissions. Once all received, share videos of acts through YouTube, Vimeo, or Google Drive.
- Submit donations to Valley of the Sun United Way.

**Virtual 5K** – Employees register and contribute a suggested donation and choose their own path to get outside and safely participant in group health challenge.

**HOW TO**

- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Determine a date and time for official 5k event. On that date, attendees will determine the route based on safety and current location.
- Consider having employees ask for sponsorships from friends and families to increase contributions.
- Ask attendees to record their route, take videos and photos to share.
- Submit donations to Valley of the Sun United Way.

**Virtual Video Contest** – Create challenges for you staff and ask participants to take a picture or video completing the challenge. Each challenger donates a set amount and nominates others to make a donation and complete a challenge. Share on social media or internal workplace intranet.

**HOW TO:**

- Choose a start + end time for event and to collect funds through third party online platform.
- Promote through emails, intranet, and/or company social media.
- Keep track of all employees who have completed the challenge and ask them to submit contribution to company PayPal or through third party online platform.
- Submit donations to Valley of the Sun United Way.



**Virtual Trivia Night** – Run a virtual trivia night with employees looking to have fun and test their knowledge!

**HOW TO:**

- Set up a third party fundraising site to register attendees.
- Determine if employees can register as a team or individually and make a suggested donation for both options.
- Select an online meeting platform and set a date, time, and promote through emails, intranet, and/or company social media.
- Determine how to facilitate the game:
  - Set up an account with online trivia platform
  - Set up an account and create your own trivia through online presentation platform such as Mentimeter or Kahoot!
  - Create your own trivia questions and presentation through PowerPoint and use chat box for answers.
- Submit donations to Valley of the Sun United Way.

**Cute Pet Contest** – Employees submit photos of their pet and your audience votes via donation and decides who is cutest!

**HOW TO:**

- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Participants will submit photos to internal corporate contact to share out before voting.
- Employees vote for the cutest pet by making a contribution at a set or suggested donation.
- Determine what prize will be given to winner, even if just bragging rights.
- Submit donations to Valley of the Sun United Way.

**Silent Online Auctions** – Purchase or collect items that your team would want to bid on and create a virtual silent auction. The highest bid wins!

**HOW TO:**

- Collect auction items for event and determine starting value.
- Set and use a silent auction site like 32auctions.com to run the auction.
- Determine length of time to run silent online auction and promote through email, intranet and/or company social media.
- Follow up with winners to collect payments and distribute items won.
- Submit donations to Valley of the Sun United Way.



*Coordinate with your Valley of the Sun United Way Representative about specific project requirements, timeframes and platform considerations.*

**\*\*For any events hosted by Valley of the Sun United Way and/or using Valley of the Sun United Way's tax ID, products or services offered as prizes may not include firearms and ammunition; tobacco products; adult entertainment; gambling/gaming items; and/or cannabis/marijuana products.**

**Give employees extra incentives based on their engagement during the campaign**

- New donors
- Returning donors
- For an increased gift
- Leadership Donors (\$1,000+)
- Women United members (\$1,000+)
- Department or team compete for top results
- Donation level: gives \$XX dollars or more is entered for incentive
- Company goal: If the company achieves XX% participation, all employees receive incentive



## Incentives Ideas

- Use delivery service to deliver items to your employees – dinner for family, flowers, coffee, set up wish list on Amazon.
- Company promotional items.
- Virtual Gift cards for at home needs - delivery services (Grub Hub, DoorDash, Uber Eats) Local businesses / restaurants, grocery stores, department stores, Amazon
- Visit the Live United Store and create custom co-branded items.
- Additional PTO Days
- Late start / leave early day / longer lunch break.
- Shout-outs in meetings, newsletters, on social media, and/or on company intranet
- Host virtual meeting for a gratitude thank you event. Partner with your contact at Valley of the Sun United Way to plan a great wrap up event!
- Personalized thank you from CEO.
- Custom thank you e-card or video from leadership.
- Best parking spot upon return to office.

