

GCWCC VIRTUAL FUNDRAISING EVENTS GUIDE

In this GCWCC guide, you will find creative ideas to turn your traditional in-person fundraising events into virtual ones. We've included a description with how-to tips to help you organize fun, easy and engaging activities in your workplace.

The following events have been held by some of your peers in the 2020 GCWCC fundraising campaign and have proven to be fun and effective. We encourage you to use them as a way to bring your team together once your canvassing efforts are well underway, and to celebrate the progress you have made.

Unless otherwise specified, no tax receipts should be issued for the following events, as there is a benefit in return/event happening. The GCWCC will be providing an online event registration platform. Note that no tax receipts will be issued from the platform. The proceeds from the events will be shared between the Campaign's Named Recipients, as per TBS guidelines. Following the campaign guidelines and using the campaign tools are the most cost-efficient ways to run events and bring money and more support to the communities in need.

List of EVENT IDEAS* included:

- A FUN-raising Challenge
- Board Game Night and Tournament
- Dance-Off
- Happy Hour
- House Party
- Holiday Party
- Karaoke Idol
- Silent Auction
- Talent Show
- Trivia Night
- Virtual Bake-Off
- Speaker Panels (live or recorded)

*Canadian Health and Safety Guidelines

As we maintain social distancing to reduce the spread of COVID-19, please refer to the [Canadian Health and Safety Guidelines](#) while participating in these and any other activities.

For more information

For more information, contact your [GCWCC Local Manager](#) or the National Office at team-equipe@gcwcc-ccmtgc.org.



A FUN-RAISING CHALLENGE

Activity description

Challenge your co-workers to take part in a fun challenge while raising money for the GCWCC. One simple way to do this is to join the National Walk Run Roll or have your own internal Walk Run Roll event! It has proven to be efficient and engaging.

Have your co-workers commit to doing something physically challenging for every \$10 they raise or any amount of your choice. Ten push-ups for every \$10? Yes! Climb ten flights of stairs? Go for it! Run a kilometer? You can do it! Did someone say burpees?! Not only does it inspire people to keep active and moving, it can create fun, friendly competition amongst everyone involved, not to mention all the feel-good endorphins! Encourage them to add a personal touch to it by filming themselves doing the challenge and feature video clips in your email communications or intranet to inspire others to participate or donate.

HOW TO DO IT

- **Have your participants register and create a profile** explaining what their challenge will be (one per challenge) and enter information once they hit a fundraising milestone.
- **Encourage them to reach out** to co-workers, friends and family to ask for support. (This is done with a peer-to-peer platform such as Artez and requires a minimum of xx (*validate with your local GCWCC manager*) weeks of notice to set up.) Money given by colleagues and friends supporting the employee who takes part in the challenge, will be considered as donations and tax receipts will be issued.
- **Use social media or approved internal platforms to showcase short video clips** of people doing a challenge of their choice and generate more donations from their peers.
- **Recognize participants** for the effort and sweat they put into raising funds for the GCWCC.



BOARD GAME NIGHT & TOURNAMENT

Activity description

Need new creative ways to pass time while practicing social distancing? Organize a virtual game night!

Participating in a traditional game night online with friends and family can be one of the best ways to feel connected and relieve stress, have a few laughs, and get your competitive adrenaline going. Thanks to technology, there are plenty of virtual board games you can play on Zoom, WebEx, Houseparty, Google Hangout or other virtual hangout platforms. Charge an entry fee and ask the group to “game up” by paying those registration fees on the GCWCC events platform. So even if you’re not able to be in the office with your team right now, by playing together online, you can still feel like you’re together, having fun and supporting the GCWCC Named Recipients.

HOW TO DO IT

- **Set a date and time**
- **Select a game and hangout platform**
- **Send an invitation.** Make sure to let the group know if they need to download an app or watch a YouTube video with the rules so that everyone is “ready to go” on your virtual game night.
- **Share a recipe or choose a food theme** for game night snacks and drinks.
- **Send out a Thank you email** to all attendees and ask who wants to host the next game night.
- **Suggested games:**
 - ✓ **Virtual escape rooms** - You can find a wide variety of virtual escape rooms available online, in French and English, or you can ask your colleagues from other departments if they created one and if they would like to share it with you!
 - ✓ **Heads Up! on Houseparty (in English only)**—a fun and hilarious game from Ellen DeGeneres that she plays on her show. You can play with your friends! From naming celebrities, to singing, to silly accents—guess the word on the card that’s on your head following clues from your friends before the timer runs out!



DANCE-OFF

Activity description

Online contests and competitions are fun, easy, and allow for some friendly rivalry! Dancing is a universal language everyone understands and can partake in. What better way to raise money for a good cause AND have a great time doing it?

Host your virtual Dance-Off on Zoom, WebEx, Google Meets or Houseparty. Contestants pay a fee to participate and vote by paying to show support to their favorite act! Kick it up a notch by having your own workplace version of So You Think You Can Dance GCWCC edition.

HOW TO DO IT

- Set a date, time and theme, and assign the duration of the event—an appropriate length of time will keep everyone engaged and inspired to support the cause.
- Pick a free and reliable registration platform for people to join in (Zoom, WebEx, Google Meets, etc.). Decide on a registration fee and encourage a minimum pledge or donation amount.
- Suggest participants wear dance/festival attire and ensure there is room to groove! Also, pets appearing on screen get major bonus points.
- Videos can be posted on YouTube or a dedicated Facebook group where people can comment and show support for their favorite acts.
- Encourage participants to reach out to other co-workers, friends and family to ask for support.
- Depending on which platform you decide to use, open the chat panel to allow people to connect.
- Remember, the dance performance with the highest fundraising amount wins! If appropriate, secure a small prize for the winner. It can be as simple as bragging rights or “GCWCC Dance Champion 2021” in their email signature.
- Don't forget to thank all participants upon conclusion of the event. Send a thank you email announcing the winner and how much money was raised during the event.



HAPPY HOUR

Activity description

Hosting a remote or virtual happy hour can be a great bonding experience for you and your co-workers, especially when the team might be feeling disconnected or lonely in these social distancing times. Charge a cover fee. Issue a *Quarantini* challenge and have the attendees vote (\$10 per vote) for their favorite Mocktail(s) with proceeds going to your GCWCC campaign. We recommend sharing two to three submitted Quarantini challenge Mocktail recipes per Happy Hour event in advance so everyone can make and taste the alcohol-free drinks prior to, or during the event so they can participate and vote.

HOW TO DO IT

- Select a video conference platform (Zoom, Google Meets, etc.) and set a date and a specific time (1–1 ½ hour event is ideal).
- Send out the invitation to your guests and include a dress code, recipe ideas for themed Mocktails and snacks.
- Issue a “Quarantini” challenge. Share two to three recipes with the group ahead of time. Encourage attendees to make and taste the mocktails prior to or during the event so they can cast their votes (\$10 per vote) for their favourite drink(s).
- Have an event Host who will be responsible for moderating the evening. They can gently guide the conversation, introduce ice breakers, conversation topics, etc.
- Have a quick check-in at the top to release any awkwardness of video chatting. Guided by the moderator, everyone goes around and briefly shares a highlight of their week and their current mood.
- Send out a thank you email to all attendees after the event.
- Other fun ideas:
 - ✓ Theme attire: Decade party, Pop Culture Dress up, Halloween costumes
 - ✓ Quarantini challenge
 - ✓ “Meet my family/pets” theme
 - ✓ Ice breaker games: Show and Tell, Two Truths and a Lie, Never Have I Ever, Trivia, Cribs: Quarantine Edition
- Put together an e-recipe book of submitted Mocktails/Quarantinis and sell it to your co-workers, family and friends with the proceeds going to the GCWCC.



HOUSE PARTY

Activity description

Don't put your social time with your colleagues on pause. Host a virtual House Party to catch-up and celebrate with your co-workers! Have your colleagues submit their ideas for your house party and hold a vote (via email or using a platform such as Survey Monkey or Formsite) to determine the night's theme. Ask for a minimum donation amount to attend. As the official House Party host(s), plan a range of activities for your party guests to enjoy:

- Encourage guests to decorate their Zoom box according to the night's theme and vote for the best decorations.
- Costume contest
- Mocktail-making session (send out a predetermined mocktail recipe that you can all make together or that everyone can prepare ahead of time).
- Dinner recipe (determine the "menu" for the night and have everyone prepare their meal in time to eat together or alternatively, curate a list of local restaurants/businesses that guests can support by ordering in a meal of their choice for the evening).
- Conversation Starter Games (to get guests feeling comfortable and chatty, use an app like Party Qs or this Conversation Starters list to get the ball rolling).
- Trivia (using an app like Kahoot!), create a series of Trivia questions related to your party theme and have guests play virtually using their smartphones or their Web browser).
- Dance party (host a group dance party and play DJ for your guests, taking requests ahead of time or live via the online chat box).

HOW TO DO IT

- **Select a date and time** for your virtual House Party (we recommend a 2-3-hour timeframe).
- **Conduct a vote for your house party theme.**
- **Determine your house-party activities.**
- **Draft a theme invitation** with the date and time, agenda (with activities), minimum donation (registration) amount, and registration mechanism (link to sign up—no tax receipts).
- **Promote your house party across your organization** and ask for support by email and via your staff newsletter/intraweb.
- **Determine your platform**, ensuring it is reliable, like Microsoft Teams, WebEx, Zoom or Skype.
- **One or two days before the day of the event, send your House Party agenda** and access link to all registered guests.
- **As the House Party host**, make sure you prepare and test your platform and activity apps ahead of the day of the event.
- **After the House Party**, send a thank you note to guests and promote the amount raised in support of the GCWCC Named Recipients.



HOLIDAY PARTY

Activity description

Hosting a virtual holiday party can be a great way to connect with your colleagues over the Holiday season. Sure, it might not bring all the glitz and glamour of an in-person event but, aren't holidays all about spending time together? Another purpose of the holiday season is to offer gratitude, and one way to do that is through love and charity. Bring your co-workers together for a holiday meal and mingle by hosting a virtual holiday party.

HOW TO DO IT

- **Choose a date, time and theme** that is most suitable for the event. Take into consideration vacation time, work closure, or competing deadlines or events.
- **The duration of the event** should be set based on your event program. Two hours should be sufficient.
- **Encourage guests to dress up and decorate their backgrounds.** You can share a virtual background photo with all participants to create the illusion of being in the same room.
- Come up with a holiday worthy dinner recipe that everyone can prepare at home and enjoy during the virtual get together.
- **Raise funds** by charging a symbolic plating or cork fee.
- **Plan a holiday celebration-worthy program** such as a short presentation about the importance of the GCWCC Named Recipients, a silent or live auction, best dressed award, a couple of interactive games, etc.
- **Encourage guests to bid, pre- or post-party,** and vote for the best dressed by making an additional donation. To make it more competitive, guests can ask their friends and family to vote for them too!
- **If appropriate, secure a prize for the best-dressed guest**—this can be as simple as a small gift basket (you can ask people to donate items, set aside a small budget or seek sponsorship from local businesses) for an online gift card package.
- **Have fun by taking some screenshots of your virtual event** and encourage guests to take as many funny selfies as they can and share them with the group. Holiday-inspired props welcomed!
- **Upon conclusion of the event, thank everyone for participating.** The next day, follow up with a more formal email in which you thank everyone. Include a quick recap of the program, favourite moments, screenshots, auction, and best dressed winner. Remind guests of how great it was to have them participate as well as how their donations will make a difference.



KARAOKE IDOL

Activity description

Even though bars and restaurants may be opened here and there, social distancing rules are still in effect. While some people are eager to visit their favourite hangouts, others are still not comfortable with spending time with their peers in person. Continuing being confined at home doesn't mean you can't sing your heart out with your co-workers. In fact, now might be the best time to host a virtual karaoke party. Music is a great way to connect with friends and co-workers and release some pent-up emotions while showcasing singing/performance talents. Charge an entry fee and encourage the attendees to vote (\$10 or more per vote) for their favourite singer with the proceeds going to your GCWCC campaign. Make sure to have a prize for your winner. It could be being featured in your next all staff/team email, getting an extra vacation day or another prize and be recognized as your company's Karaoke Idol!

HOW TO DO IT

- **Select a video conference platform** (Zoom, WebEx, Google Hangout, etc.). Optional: Download Watch2Gether (this app allows everyone to watch the same karaoke videos simultaneously) or simply have everyone use YouTube as it has an abundance of karaoke videos.
- **Send a karaoke party invite to your co-workers.** Make sure to include instructions on using the video conference platform and Watch2Gether or YouTube.
- **Have the attendees email you their choice of songs in advance.**
- **Have a dedicated karaoke jockey (KJ) for the night.** Part of the KJ's job is to gather the track list, queue up the next songs and introduce the singers.
- **Do a test run with the KJ** prior to the day of the event to work out any potential glitches.
- **Choose a prize for the best singer.**
- **Have the attendees vote for their favourite singer** by Having them make donation to that person.
- **Announce the winner before the end of the event.**
- **To end the karaoke party on a high note, have everyone join in on a big group number.**
- **Send out a thank you email** to all attendees after the event.
- **Other fun ideas:**
 - ✓ Have singers dress up in costumes for their performance.
 - ✓ Have family members as backup dancers.
 - ✓ If anyone has a disco ball light in the house, ask them to put it up in the background.

SILENT AUCTION

Activity description

Online and in-person auctions are very similar and the concept is simple—the highest bidder wins! Besides offering a variety of unique and useful items, remember to also include services (when the situation permits) and virtual experiences. Encourage your co-workers to donate popular items (gift cards, wine and spirits, gift baskets, etc.), as well as unique and rare ones (sports memorabilia, autographed items, virtual coffee with a prominent person within your organization, etc.). People are more likely to support and bid if it's for a good cause, so variety is key.

HOW TO DO IT

- **Collect auction items by putting out a call for items**, services, and virtual experiences.
- **Decide on the best possible time to hold the event** (consider known project deadlines, other company initiatives, popular vacation time, etc.).
- **Promote the silent auction by email**, through your company's staff newsletter/intranet, as well as social media, if appropriate.
- **Remind participants that no tax receipts will be issued.**
- **Your team distributes items to winners** and follows up with the payments.
- **Send thank you messages** with final achievement result and ask for a final donation, if appropriate.

TALENT SHOW

Activity description

Think your co-workers are a super talented bunch just waiting for their moment to shine? Host a virtual talent show and ask them to record and upload a two- or three-minute video of themselves showcasing their talent (it could be singing, playing an instrument, doing a magic trick, juggling fruit or body contorting into a pretzel!) Encourage people to vote for their favourite show by donating, where every donation is a vote towards selecting a winner. The act with the highest dollar amount raised wins! To raise even more money, consider asking for a registration fee from all the contestants, or asking the executive leadership to sponsor a contestant and have it count towards their total money raised.

HOW TO DO IT

- **Pick the start and end dates for the contestants** to register and submit their talent video.
- **Assign the duration of the event**, i.e., an appropriate length of time you know will keep everyone engaged and inspired to support the cause.
- **Use free, reliable platforms to upload the videos of your contestants** such as YouTube, TikTok or Google Drive.
- **Choose the prize for the winner.** It could be being featured in your next all staff/team email, getting an extra vacation day, lunch with an executive, or simply all the bragging rights!
- **Encourage contestants to reach out** to co-workers, friends and family and ask for support.
- **Use appropriate ways to communicate updates** and activities throughout the event and encourage more votes/donations, e.g. intranet, Facebook for workplace, email, etc.
- **Send thank you messages** to contestants and participants and share results, photos, and links to the videos.

TRIVIA NIGHT

Activity description

Miss going to Trivia Night at your favourite local establishment? Create your own virtual trivia night for your colleagues and raise funds for the GCWCC! Play against your colleagues in real time by inviting them to join you virtually via a preferred platform to tackle questions across a range of topics and themes—competing for the ultimate Trivia Master bragging rights.

HOW TO DO IT

- **Select a date and time** for your virtual Trivia Night (we recommend a two-hour timeframe).
- **Create your own questions and host the live quiz** with any video conferencing platform (like Zoom) - score manually. You can also use an app like Kahoot! with which you can create your own questions! Participants can play from their phone or computer.
- **Tip:** You can create a PowerPoint deck with your questions and share your screen with participants. With this option, have participants send their answers via the Zoom chat box or write down their answer and hold it up to the camera.
- **Use a platform** like Microsoft Teams, Webex or Zoom to bring everyone together while playing.
- **Promote your virtual Trivia Night** across your organization and ask for support by email and through your staff newsletter/intraweb.
- **Ask for a minimum donation to participate** and have participants register by email or through a registration platform.
- **Choose the prize for the winner(s).** It could be being featured in your next all staff/team email, getting an extra vacation day or simply all the bragging rights!
- One or two before the day of the event, send your virtual Trivia Night access link to all registered guests with detailed instructions on how to access the trivia game (provide app download instructions) and rules for the game.
- As the Trivia Night host, make sure you prepare and **test your platform and apps** ahead of the day of the event.
- **After the Trivia Night, send a thank you note** to guests and promote the winner (i.e. the Trivia Master) as well as the dollar amount raised in support of your community.



VIRTUAL BAKE OFF

Activity description

Is your office full of talented bakers (or wannabe bakers) who would normally eat up (!) the chance to bake for your staff potluck or charity bake sale? Don't let those talents go to waste! Host a virtual bake off with your colleagues to see who has the top baking skills.

Using a predetermined list of ingredients (or only ingredients and equipment you're likely to find in your cupboard), have participants record and upload a video of themselves baking their treat of choice and share an image of their baked masterpiece. Encourage people to vote for their favourite baked good by donating, where every donation is a vote towards selecting a winner. The baker with the highest dollar amount raised wins! To raise even more money for community, consider hosting two or three Live Baking Masterclasses in the lead up to the bake off and charge a registration fee. Each class will show people how to create different desserts and sweet treats. Baking hopefuls can learn from a seasoned baker on your team of staff and work on their skills before competition day.

HOW TO DO IT

- **Pick the start and end dates** for contestants to register and submit their baking video.
- **Assign the duration of the event**, i.e., an appropriate length of time you know will keep everyone engaged and inspired to support the cause. Use free, reliable platforms to upload the contestants videos such as YouTube or Google Drive.
- **Choose the prize for the winner**. It could be being featured in your next all staff/team email, getting an extra vacation day or simply all the bragging rights!
- **Encourage them to reach out to co-workers, friends and family** and ask for support.
- **Use appropriate ways to communicate** progress throughout the event and encourage more votes/donations.
- **After the event, send a thank note to contestants and participants**, share the results, photos, links to videos and ask for any final donations, if appropriate.



Speaker Panels (live or recorded)

Panels are designed to offer a Real-time access to valuable insights from speakers to increase awareness of the value of the GCWCC through an open discussion and shared testimonies from either HealthPartners or United Way's supported organization's representative.

They are usually geared toward a group of employees and are held at their workplace or virtually. The event usually includes a testimonial story, followed by a discussion between panelists and a period of questions from participants.

HOW TO DO IT

- **Determine the theme, meeting date and duration.** Identify areas of interest for employees and work with your GCWCC local manager to see if it is possible to bring in a speaker. United Way or HealthPartners will provide subject matter experts to facilitate and moderate the discussion. (Allow 45 minutes to one hour for a panel discussion on a chosen theme).
- **Plan ahead and raise awareness on the impact of GCWCC.** In collaboration with your GCWCC Local Manager plan ahead (two weeks minimum) to allow him or her to find the best speakers and/or campaign videos of named recipients who can help show the impact of donations and inspire people to give. In a virtual context, take advantage of prerecorded speakers' stories available online through the GCWCC.org Web site to add to the experience.
- **Identify Facilitator and other Speakers.** It is best if the Campaign Leader acts as a facilitator to ensure your event sticks to the agenda. If the Campaign Leader needs support, your GCWCC Campaign Manager can act as co-host. Invite your CEO or other executives to take part in and speak as their leadership can inspire others and demonstrate the support of GCWCC from the top down.
- A panel is usually composed of the following participants:
 - A facilitator
 - A representative from United Way/Centraide or HealthPartners
 - A speaker from one or both named recipients supported organizations who received help (or a testimonial video)
 - A special guest
- **Make it Interactive.** Engage your colleagues during the event. Consider interactive activities like online polls or quizzes to keep their attention.
- **Surf on the momentum - Call to Action.** Thank all participants and let people know how they can donate and how they can get involved in the campaign. We recommend sending the ePledge donation link immediately following your event, so people can take action while they're feeling inspired. You may also want to send a short satisfaction survey following the event to receive fresh feedback on how to improve your future events.

Key Considerations and Planning

1. **Technology Platform:** Confirm which online Web conferencing platform is approved by your workplace and learn about the platform's functionality so that your Local Manager can help you build your kick-off agenda and activities on the platform. If you cannot host your kick-off on your own technology platform, speak to your Local Manager. For the online fundraising tool, your Local Manager will provide you with a solution that meets the language and accessibility criteria.
2. **Senior Management Support:** Support from your Senior Management is critical to show that your organization is backing the campaign. Book their time so they can participate in your virtual events or see if there are existing meetings that you can piggyback on.
3. **Follow the tax receipt guidelines for all events:** Unless you organize a peer-to-peer fundraiser, where your friends donate to the GCWCC to support your achievements (e.g. running a marathon or climbing a mountain), no tax receipts will be issued in the context of GCWCC events to respect the CRA guidelines and avoid any fiscal issues.
4. **HealthPartners and United Way are Special Events recipients for the GCWCC:** In respect of the GCWCC spirit and in line with keeping transaction fees low and simplifying campaign processing, any Special Events funds will be split in accordance with the Financial guidelines, between both Named Recipients.