

Partners in Giving – Special Events User Guide & Best Practices

Before your Special Event

Early planning will help you build upon previous campaign successes.

- Reserve the meeting room/space for your special event(s) well in advance!
- Start reaching out to vendors for donations, EARLY!
 - Make sure that you are following the agency's guidelines.
 - Revenue has very strict guidelines in making these requests.
 - Be sure that you provide a thank you letter with the FEIN for their tax records.
 - Be willing to share photos of the event(s) in which their donations were utilized.
 - No donation is too small; be very mindful and thankful for all donations!!
- Publicize your Special Events using a variety of methods including verbal, digital, email, bulletin boards, and signage in breakrooms and other common areas.
- REMEMBER-everyone should be encouraged to participate; if someone is unable to pay the SUGGESTED donation for a bowl of chili, they should still be allowed to participate.
- For event giveaways – allow everyone one free ticket then sell additional opportunities to win

Speaker Request

To request a guest speaker from an umbrella group, please submit a [Speaker Request Form](#) by visiting <https://giving.wi.gov/volunteers-chairs/request-an-event/> or contact your Loaned Executive Tony Raymond at tony.raymond@uwdc.org.

***IMPORTANT Note!** Prize drawings must include ways to participate without donating, and certain business units may have restrictions on activities such as drawings and bingo (ie: Revenue & Lottery). Contact DOA's John Dillett at john.dillett@wisconsin.gov or 608-270-2533 to ensure that your special event follows all of the appropriate gaming guidelines.

Build your TEAM event:

- Your PinG volunteers are IMPORTANT in the success of your entire campaign. Start the recruitment Early: Hold a Special Event in early Summer:
- Hold a meet and greet with the current Chair, and/or Co-Chairs
- Share the purpose of the campaign!
- Share the goals of the campaign!
- Share what you would like for volunteers to help with
- Share your WHY, and what you personally enjoy by volunteering.
- Provide the necessary information they need if they would like to be a volunteer.
- Ask what their interests are so they are working on events they enjoy.
- Sign them up!!

In-Person Kick Off

- work with your Loaned Executive to schedule a Tabling event with an umbrella and local organizations to drive awareness of the work these organizations do and the impact of

the campaign. If able to, spread this over multiple days to gain the attention of those who work from home.

“Why do you give?” Online Posts

- Work with your IT unit to create a space online for your employees to post stories or statements about why they give to the campaign.
- Set it up so posting can be anonymous if they would prefer.
- Set up an easel in high traffic area so people can participate when in the office. Collect statements via email and then post them anonymously.

Lunch and Learn Events with Umbrella Organizations – work with your Loaned Executive to schedule a specialized lunch event with an umbrella or local organizations to drive awareness of the work these organizations do and the impact of the campaign, or simply promote the pre-scheduled Lunch and Learn events sponsored by participating umbrella organizations every Tuesday throughout the campaign. See the Lunch and Learns tab on giving.wi.gov for up-to-date sessions.

Anything to do with Food Event – sell tickets to a food event.

- Chili Cook Off
- SOUPer Cook Off
- Taco Tuesday
- Ice-Cream Social
- Root Beer Floats
- Pasta Bar
- Nacho Bar
- Donut Sale
- Pizza Party
- Brat Sale
- Bake Sale
- Musical Cake Walk
- Breakfast Trolley

Cookbook Sale – solicit recipes from previous food events such as Chili Cookoff, Bake Sales, Cultural Potluck, and others. Compile recipes submitted by staff and publish your own Cookbook to sell for the campaign. To add to the fun, you can have people vote on their favorite recipes and award the winners with prizes. Drive excitement using agency favorites. You can publish as a PDF and distribute digitally to lower cost to produce or work with local printers and resources to print physical copies to send to purchasers.

Calendar – pick a theme and solicit nature and/or pet photos from staff. Vote on entries to determine which photos should be included or use photos/entries from other campaign events and create a calendar to sell. You can publish as a PDF and distribute digitally to lower cost to produce or work with local printers and resources to print physical copies to send to purchasers.

Halloween Costume Contest – solicit volunteers to dress up for Halloween and submit pictures for judging or post them online and have other staff vote on costumes. Provide prizes to the top three contestants.

Halloween (or just because) Pet Costume Contest – solicit pictures from volunteers of their pets dressed up in Halloween or silly costumes for judging or have other staff vote. Provide prizes to the winners. Local pet stores often will donate gift cards or products for charity so solicit early in the campaign for pet friendly prizes.

Leadership Videos – work with leadership in your agency to record videos about Partners in Giving, personal stories, impact of giving, campaign successes. Feature the videos as part of an event and then make the videos available online for employees. Incorporate them into a scavenger hunt event for the campaign.

Local Restaurant/Event Auctions – buy or solicit donations of gift cards for local restaurants, theaters, sporting events and auction them off for people to use in the future.

Pet Photo Contest – solicit photos of pets from employees and post them online for the whole agency to enjoy. Allow people to vote on the photos as a way to drive donations and present prizes to the winners. Also, you can incorporate this activity into a scavenger hunt event or a “Who’s that Pet?” to match up with their humans.

Pumpkin Carving/Painting Contest – buy pumpkins or solicit donations from a local farm and sell them for \$5 each or allow people to provide their own pumpkins to decorate at home. If you are selling pumpkins work with your agency/business unit to arrange pick up of the pumpkins and have participants decorate at home. Put pictures of all the entries on intranet, blog, etc. so employees can vote for the winners. Top three get prizes.

Team Theme Days – develop various themes that can be done remotely during video calls or meetings such as “Crazy Hat Day” or “Band T-Shirt Day” to drive awareness of the campaign.

Telethon – hold a virtual or socially distant telethon with members of staff and leadership manning the phones to take calls for pledges and answer questions about the campaign. Work with your Loaned Executive to involve umbrella groups or representatives from organizations in the event.

Trivia Contest – stage a virtual/hybrid/socially distant Trivia event. This is an effective event for business units and agency-wide participation.

Virtual Bingo – create Bingo cards and “sell” for a donation, get creative and use pictures or symbols or just go classic numbers. Post bingo numbers on your agency intranet or communicate to participants over several days. Provide prizes to winners. Visit <https://giving.wi.gov/wp-content/uploads/2020/10/PinG-Bingo-Best-Practices.pdf> for help with generating Bingo cards.

Virtual step/stair challenge, 10K, or Walk-a-Thon – participants/team volunteer to walk a specific distance or get credit for a specific number of steps during a set timeframe. Participants are sponsored by other members of their work group or agency. Agencies participating with Well Wisconsin have the option of setting up a team captain and inviting participants to a team for challenges. You can use existing monthly health challenges or step tracking to compete. More information can be found under the Teams link on <https://www.wellwisconsin-staywell.com/>. Other step tracking software and online wellness tools have team elements and can help track progress on challenges. Get agency or work group volunteers to be runners/walkers, set up sponsors for each participant. Sponsors can be other members of the work group, volunteers can get their own sponsors, leadership could sponsor specific participants. Sponsors would agree to pay either a donation based on completed distance/steps/etc. or a flat donation for participating. During the competition timeframe participants would then walk around their neighborhoods, yards, parks, and other socially distant venues. Fitness trackers could be used to track steps/distance. Encourage participants to submit selfies and pictures of their travels to share with your agency.

“Who is that?” – solicit pictures of co-workers when they were younger and post the pictures on agency intranet, blog, etc. with a number. Sell guessing “sheets” with names for a donation (\$5.00) and the person with the most correct answers wins a prize.

Other Events

- Penny Wars
- Plant/Book/Media/Art Sale
- Pet Costume Contest
- Pet Calendar Sale
- Office Cookbook
- Cribbage Challenge/Bean Bag Tournament/Steps Contest
- Trivia Contest
- Pie in the Face
- Friendly competition between Faculty & Staff or work units
- Candy Jar Guess
- Silent Auction (themed baskets ideas include: Sports; Holiday; Coffee; Chocolate; Spa; Game Night) 32 Auction website

Use GiveSmart to collect money from Special Event(s). Overview and special event flyers linked on the giving.wi.gov website under Volunteer Resources/Campaign Planning/Helpful Documents.

Weekly during the campaign

- Post and distribute results from your most recent events, including photos and event summaries.
- Stay engaged by communicating weekly reminders for future events

- To encourage ongoing participation, perhaps you might include anecdotes about the participating charities, or “dollar buy” impact statements which highlight the impact of giving, along with restating your campaign goals and progress.

Campaign Resources & Web Tools

The tools are available so please use them to help you succeed.

- Campaign website: <https://giving.wi.gov/>
- Your Loaned Executives are valuable resources who can help plan and execute events.
- Get creative! Build on past successes!
- Turn your in-person event into both an in-person and a virtual event.
- Polls, voting on content/photos for costume contests, pet pictures, pumpkin decorating, or “Who is this?” can be done using online survey tools such as Survey Monkey. Embedded photos are allowed at <https://www.surveymonkey.com/>. Perhaps your business unit already has survey software available to easily poll your staff on contests.
- Wellness tools such as step tracking software and online free services offer options to host teams for steps and stair tracking events. Also, if your agency participates in Well Wisconsin – <https://www.wellwisconsin-staywell.com/> there are team options for monthly wellness events and steps.