

Partners in Giving – Special Events Best Practices

Special Events are an important part of the annual Partners in Giving Campaign process. Please remember that it is not the ONLY part of Partners in Giving. While holding Special Events please incorporate the purpose of Partners in Giving – use your events to draw attention to the pledge campaign!

Create your own unique events! Use your imagination or choose from the following list:

Well-received examples:

- ❖ Sports themed baskets
- ❖ Pizza Party Kick-Off
- ❖ Holiday themed items: Bake Sale
- ❖ Friendly competition between Faculty & Staff or work units
- ❖ Silent Auction

Access Give Smart to set up Special Event(s): [GiveSmart Instructions](#)

Before your Special Event

Reserve the meeting room/space for your special event(s) as soon as you select a date! Start reaching out to vendors for donations, EARLY!

The goal of Special Events is to:

- generate campaign interest
- encourage participation
- promote enthusiasm

Publicize your Special Events using a variety of methods including verbal, digital, email, bulletin boards, and signage in breakrooms and other common areas.

Early planning will help you build upon previous campaign successes. 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.

To request a guest speaker from an umbrella group, please [complete this form](#) and contact your Loaned Executive: jackie.ruggles@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 Joe Gastel joseph.gastel@wisconsin.gov 608-270-2545 to ensure that your special event follows all of the appropriate gaming guidelines.

Be mindful to follow agency and local health recommendations when planning events. In addition, be aware of any building codes and/or restrictions regarding events. When planning, please reach out to your specific building administrator.

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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.

Special Events

Select a few special events from the following list or create your own:

Build your TEAM event:

Your PinG volunteers are **IMPORTANT** in the success of your entire campaign. Start the recruitment Early: Hold a Volunteer Recruitment 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 Event – work with your Loaned Executive to schedule a Tabling event with an umbrella and local organizations to drive awareness of the work these

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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. to collect statements via email and then posting them so anyone who prefers privacy feel comfortable.

Lunch and Learn Events with Umbrella Organizations – work with your Loaned Executive to schedule a lunch event with an umbrella and local organizations to drive awareness of the work these organizations do and the impact of the campaign.

Calendar –

- Pick a theme
- Solicit themed photos from staff
- Vote on entries to determine which photos should be included
- Create a calendar to sell

Donation Request

- Requesting donations in-kind should start early
- Make sure that you are following agency guidelines
 - For example, Department of 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 any and all donations!!