

# 2021 CAMPAIGN SPECIAL EVENTS

## “RECIPE” BOOK

### United Way Campaign Jeopardy

*Shared by Summit Credit Union*

#### Contact

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#### Time Commitment

- Low  
 Moderate  
 High

#### Virtual/In-Person/Hybrid

- Virtual  
 In-Person  
 Hybrid

#### Suggested Donation Amount

Free

#### Donations Raised

We used this game as an information delivery tool, so it was free to play and no donations were raised. *This activity can easily be transformed into a fundraiser by suggesting a donation to participate and customizing questions to other topics!*

#### Description

This game was developed as a fun way to share information about our United Way Campaign. We typically invited teams to play in the weeks leading up to the kick-off so that they would be familiar with all aspects of the campaign by the time we were ready to start.

#### Cost

No costs needed unless you want to include prizes for the winners.

#### Resources Needed

- The game was set up in Power Point, so requires a computer and projector/screen if in-person or a virtual platform (Zoom/Webex, etc.) so all players can view the game board.

#### Instructions

1. Set up the game board in Power Point. We usually put the board on the first slide and each question and answer had its own subsequent slide. The game board spaces linked to the corresponding slide.
  - We use three categories:
    - Fun & Games – These were all questions that highlighted the fundraisers and prizes associated with our campaign.
    - United Way, Who Are They? – This category was full of info about United Way so players could get to know the important aspects of their work.
    - Campaign Starts October 19 – We always named this category with the start date so that everyone would have to say the start date over and over (we hoped that would make it memorable!). This category was all about the logistics of the campaign, including how to pledge, the benefits of payroll deductions, where to find campaign information, etc.

	Fun & Games	United Way: Who are They?	Campaign Starts October 19
100	<a href="#">Fun &amp; Games - 100</a>	<a href="#">Who Are They? - 100</a>	<a href="#">Campaign - 100</a>
200	<a href="#">Fun &amp; Games - 200</a>	<a href="#">Who Are They? - 200</a>	<a href="#">Campaign - 200</a>
300	<a href="#">Fun &amp; Games - 300</a>	<a href="#">Who Are They? - 300</a>	<a href="#">Campaign - 300</a>
400	<a href="#">Fun &amp; Games - 400</a>	<a href="#">Who Are They? - 400</a>	<a href="#">Campaign - 400</a>
500	<a href="#">Fun &amp; Games - 500</a>	<a href="#">Who Are They? - 500</a>	<a href="#">Campaign - 500</a>



2. Invite the team and department managers to play during team meetings. Teams could host the game themselves or invite the ECM to host. There was no cost to play but teams were given an extra entry into our Campaign prize drawing if they did play.

**Best Practices**

- This is a game, but we built it to be an information delivery tool. When you write your questions, think about the things you would want a brand new employee to know about your campaign.
- We have teams who work in offices outside of Dane County, so we always made a version of this game for other counties. Ex. We have a lot of staff in the Milwaukee/Waukesha area, so would adjust the United Way: Who Are They category so that it had information specific to that area's United Way.