

2021 CAMPAIGN SPECIAL EVENTS

“RECIPE” BOOK

Masked Singer

Shared by UW Credit Union

Contact

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Time Commitment

- Low
 Moderate
 High

Virtual/In-Person/Hybrid

- Virtual
 In-Person
 Hybrid

Suggested Donation Amount

Employees were encouraged to donate \$3 per guess. This was done on an honor system and we found that most people that guessed did make a donation. While this wasn't one of our bigger fundraisers, the videos had over 2,000 views and we got feedback that employees looked forward to the new videos being posted each week and trying to guess who the performer was.

Donations Raised

\$241

Description

Have employees show off their performance skills by hosting a Masked Singer! Each week a new group of masked performers recorded themselves singing, dancing and/or lip synching. In addition to their video, the performers also shared clues about themselves to help employees figure out who was behind the mask! Employees were asked to make a donation for each guess and then correct guesses had the opportunity to win a prize and bragging rights.

In addition to this being a fundraiser, this was also a way for the campaign to help employees feel more connected during the pandemic when a lot of our employees were working from home and not seeing each other as frequently as they used to. This was also an opportunity to raise awareness about the campaign and use the videos to encourage employees to fill out their pledge sheets.

Cost

Little to none. Our campaign managers created a YouTube page to post the videos to, which was free. Links to the videos were shared through our intranet site. Performers and employees with winning guesses received prizes (swag items, time off, etc.).

Resources Needed

- Platform for videos to be posted to (we used YouTube and performers sent their videos to our campaign managers using Dropbox)
- Platform for employees to guess who was behind the masks (we used SurveyMonkey)
- Talented employees! Or at least, employees that are willing to look a little silly in front of their co-workers for a good cause.

Instructions

- Three weeks prior to the campaign our campaign managers put a call-out for performers.
 - Based on submissions, the managers then broke performers down so that several videos would be posted each week.
 - Performers were asked to upload their video to Dropbox on a Thursday and their videos were then posted to our intranet that following Monday.
 - Performers were also asked to send some clues about who they were (things they like to do, hints about what department they worked in)
- Our campaign managers used iMovie to add titles to each video. Not necessary, but a nice touch!
- Each week we sent a message to employees with a link to that week's videos. The clues and videos were embedded in a survey for employees to watch and guess. Once they placed their guess, they were asked to donate \$3 per guess.
 - Each survey "question" was the name of the act and then multiple choice options for who the performer was. One suggestion our managers had for future years was to have the performers identify a few employees to include as choices mixed in with their name.
- Each week's performers were revealed on the Campaign page and winning guesses were awarded a prize. Masked Talent participants were also awarded a prize for participating.
- To drum up voting among staff, Campaign managers sent email messages to departments who had an employee participating and asked them to "guess who among them was the Masked Singer"

Best Practices

- Our managers connected with performers before they recorded their videos to set some guidelines (length of video, making sure costumes were work appropriate/culturally appropriate, no profanity in music selection, etc.)
- This event had a lot of behind-the-scenes work, so making sure performers submitted their videos to give managers enough time to get it ready and posted to the site is important.
- Video files are large, so having some method of transferring videos and storing them is very helpful.

Sample Communications

Intranet Page Reminder:

"Do you know The Astronaut or The Pink Unicorn? Week Two Masked Talent is Live.
Correct guesses are entered to win ETO and Ushine points!"

Event Image:



Details and Clue Sheet:

Masked Singer Details and “Clue Sheet”

Song: Chose a 90-120 second song (no explicit lyrics please).

The Mask: The mask can fully or partially cover your face. We can make it a full costume or just a mask. You can also use items that have you in your house (ski mask, bandana, sunglasses, etc). The main thing is that employees cannot tell you identity. Get inspiration from [Masked Singer: Teacher Edition](#).



Recording: Record yourself with phone or other device. Position the phone on a tripod, a stable spot or have someone record you. Make sure the music in the background is loud enough to be heard in the recording. Do a test of your recording before you do your final performance.

Submitting the Video: We plan to use Dropbox or some similar file transfer site. We will provide the details week of October 5th on where to upload.

Keep your involvement secret: If you can, keep your involvement in the Masked Singer a secret so word does not spread. This will make it more fun for employees to guess and generate more excitement for the campaign.

How employees will guess your identity: Please complete the “Clue Sheet” below when you send in your video! We will post your video to a private YouTube page. A link to your video along with the Clue Sheet will be posted on our Campaign Sharepoint page. Viewers will guess your identity via Survey Monkey and correct guesses are entered to win SWAG or uShine points. We will post 1-2 videos a week from October 19-November 6th. We will let you know what week your video will be posted.

Unveiling your identity: We will post the identity of the singers on Charlie following the campaign on or around Monday, November 9th.

Deadlines: Please send your video and fill the clue sheet on the next page by **Monday, October 12th**.
Finally, thank you! Your involvement in the Masked Singer is so important for raising money for the campaign and generating excitement. We will be sending you a small gift to acknowledge your help. We appreciate your talent!