

2021 CAMPAIGN SPECIAL EVENTS

“RECIPE” BOOK

QTI’s Got Talent

Shared by The QTI Group

Contact

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Time Commitment

- Low
 Moderate
 High

Virtual/In-Person/Hybrid

- Virtual
 In-Person
 Hybrid

Suggested Donation Amount

Open to any amount - no minimum

Donations Raised

\$531

Description

Employees pledge money to see a Senior Leadership Team member’s hidden talent. The two Senior Leadership Team members that receive the most pledges share their hidden talent during an all company meeting / zoom.

Cost

None

Resources Needed

If doing virtually, you will need a zoom, or similar account, to host the event.

Instructions

- Get “buy-in” from Senior Leadership Team
- Hidden Talent can be anything – from a creative art project to singing, dancing or really anything!
- Promote the event to employees
- Send daily updates on who is leading (competition is created as people try to boost the total of their favorite)
- Winners announced on last day of campaign
- One winner performed during an all company zoom call; the other winner sent a creative art project/card to each employee’s home.

Best Practices

- Make it easy for people to donate – use a form or “text to give” so employees can just email or “chat” in their donation.
- As we got close to the deadline, there was a lot of last minute donations as people wanted their “favorite” to win. Senior Leadership Team members also donated to their fellow Senior Leadership Team members, hoping to “buy their way out” of winning

Sample Communications

We did the majority of our communication via a "United Way TEAMS Channel" so the communication was short and sweet. We also did verbal updates during zoom all company calls.

TEAMS Channel Communications:

Here is an update for QTI's Got Talent. The top 2 will share/perform their "hidden talent".
(Listed names and amounts; linked to Form to Give)

Drumroll please.....The numbers have been crunched and verified and the "winners" of our QTI's Got Talent (Penny Wars Style) Competition are (name and name). (Name and name) will be sharing their hidden talents in the near future (exact dates/times yet to be determined). Thank you to everyone who participated, we were able to add over \$500 to our United Way campaign totals! (List totals for each person)