

# 2021 CAMPAIGN SPECIAL EVENTS

## “RECIPE” BOOK

### Trivia Nights

Shared by Covance

#### Contact

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#### Time Commitment

Low

Moderate

High

#### Virtual/In-Person/Hybrid

Virtual

In-Person

Hybrid

#### Suggested Donation Amount

\$5 per person

#### Donations Raised

We held trivia nights 4 times in 2020 and raised \$380

#### Description

We held virtual trivia night events that were themed or just general trivia. We worked with the United Way of Dane County team to facilitate the setup, payment, and questions. They also helped facilitate payment for the event.

#### Cost

None

#### Resources Needed

- Virtual meeting platform with breakout room capabilities
- Trivia questions, survey platform for answer submission and a way to track points, which can be provided by United Way of Dane County.
- [Email us](#) to have a United Way of Dane County representative host a trivia session with your staff!

#### Instructions

- We reached out to United Way to help with the event. Each time we wanted to host an event we confirmed the dates and times, trivia theme and other details with our United Way of Dane County representative.
- We sent emails to our employees informing them of the event and asking them to sign up.
- We sent an email communication with a link for payment and the zoom meeting invitation.
- Before we wrapped up the event we asked for feedback from participants, including what theme they wanted for the next Trivia Night.

#### Best Practices

- Listen to feedback from participants on what would interest them or what could be done differently to make the event better
- When facilitating the event try and engage with the different teams and make people feel more comfortable

## **Sample Communications**

### Email Communication Example

Join us Wednesday, October, 28<sup>th</sup> for a virtual Halloween trivia night. We will start at 5:30 pm with a thirty minute social hour and trivia will start at 6pm.

Create your own team (\$5 minimum donation per person to participate, no limit to team size) and support the United Way of Dane County (donations will be done online and go directly to the United Way and Covance's 2020 campaign fundraiser).

To sign up your team for this fun event, or if you have any additional questions, please email [ECM]. If you are signing up as a team please include a team name, team members and an email address where you would like to receive the invite to the trivia event. Sign up deadline is Monday, October, 26th.