

2021 CAMPAIGN SPECIAL EVENTS

"RECIPE" BOOK

Virtual Concert

Shared by Exact Sciences

Contact

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Time Commitment

- Low
 Moderate
 High

Virtual/In-Person/Hybrid

- Virtual
 In-Person
 Hybrid

Suggested Donation Amount

There was not a suggested donation amount. There was a reminder used to donate through our ePledge system.

Donations Raised

This was just a fun event, we did not collect dollars.

This could be transformed into a fundraiser by adding a suggested donation to watch!

Description

We held a virtual concert for our employees as a fun event during our campaign.

Cost

Zero Cost

Resources Needed

- Communication tool to recruit musicians/singers
- Zoom (found to be the best platform for sharing audio)
- Individual who is confident in public speaking and maneuvering through a Zoom with a live audience.

Instructions

- Post on company communication channel about the virtual concert and the request for employees to sign up to perform
- Employees sent an email to our campaign inbox on their performance, the song and whether they would like to perform live or send in a recorded video
- The campaign team reviewed the songs to confirm they were work appropriate.
- We organized the schedule with the performances having a mixture of live and pre-recorded videos.
- The company signed into the zoom call the day of the event.
- Our Loaned Executive was the MC of the event. She introduced each employee and either they took the stage, or she shared her screen to show their pre-recorded performance.

Best Practices

- Give employees over a week to organize and submit their pre-recorded videos
- Have MobileCause set up to ask for a free will donation for attending the concert
- It would have been fun to have the performers share the "why" behind the song they were playing. It would have created more connection throughout the event.

Sample Communications

Email Communication

Calling All Musicians: On Wednesday, October 21st, we will be hosting an Exact Sciences Virtual Concert! Our company is full of incredibly talented individuals, and we can't wait for you to show off your skills at this event that you don't want to miss. Whether you sing, play an instrument, or both, we can't wait for you to show us what you're made of!

We are looking for individuals to perform for 3 minutes via Zoom. To express interest, [click here](#).

If you're not able to perform live at the event, but want to showcase your talent, you can sign up for a pre-recorded slot [here](#):

Note: Performance spots are limited, so sign up fast to ensure you don't miss your time in the spotlight!

We can only accommodate a limited number of performers, so make sure you secure your spot!

What's a concert without fans? For those of you who want to listen to your talented coworkers, you can sign up [here](#) for the Zoom invite to be sent to your email

Please email unitedway@exactsciences.com with any questions.

- Will add note that songs must be family friendly
- Must submit song they will be performing and what they will be performing