

# 2021 CAMPAIGN SPECIAL EVENTS

## “RECIPE” BOOK

### Zoom Cooking Class

*Shared by Cummins, Inc.*

#### Contact

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#### Time Commitment

- Low  
 Moderate  
 High

#### Virtual/In-Person/Hybrid

- Virtual  
 In-Person  
 Hybrid

#### Suggested Donation Amount

\$5

#### Donations Raised

\$145 from 3 classes

#### Description

We got 2 volunteers who liked to cook to agree to make their dish while being filmed and broadcasting over Zoom. The ingredient lists and supplies needed went out prior to the event so attendees could cook along or just watch as they preferred.

#### Cost

\$0- chefs purchased their own ingredients.

#### Resources Needed

- A second person to film the “class”
- Ingredients – purchased by chef and participants
- Prepared dish (from chef) to show the finished product if there was a longer cooking time involved

#### Instructions

- Recruit chefs who will demonstrate how to make their dish. Get a list of ingredients and supplies, as well as a photo of the dish from the chef.
- Send out invitations and sign-up sheets to staff. We requested a \$5 donation to attend the class.
- Send ingredient lists to audience in advance in case they want to cook along.
- Chefs need to purchase their own ingredients and prep the items in advance. If the recipe has a baking element, they can make a second batch of the item prior to the event so that they can show the finished product to the audience.
- Host a Zoom meeting with the chef creating the food and explaining any tips/tricks along the way. We recorded the shows in case participants missed the meeting.
- After the event, we sent out the full recipes with instructions.

#### Best Practices

- Our goal was to connect people in addition to raising funds so we kept the fees low to allow anyone who wanted to participate to feel welcome. And it was a suggested donation also for the same reason.

## Sample Communications

### Sample Email Invitation

**What: Cooking Class #3 – Sea Salt Toffee**



**When:** Tuesday, October 13<sup>th</sup> 6:00-6:45pm

**How to Join:** Sign up [here](#), and Alyssa will send a zoom invite.

**Event Details:** Join Alyssa virtually to make toffee candy. It's simple and delicious. Ps. This would be a great gift for the holidays!

**Link for Event Entry Fee:** <https://app.mobilecause.com/form/xcPlug?vid=b882s>

**Community Impact:** Among other programs, United Way's nonemergency help line has helped over 6000 of our Dane county neighbors connect with resources to get them through difficulties brought on by the coronavirus pandemic. [\[Read more\]](#). Remember, each dollar donated to the campaign is matched 1-1 by Cummins!

