



# VIRTUAL CAMPAIGN TOOLKIT

**LIVE UNITED<sup>®</sup>**

Head of the Lakes  
United Way



# VIRTUAL CAMPAIGN TOOLKIT

The Virtual Campaign Toolkit was created to provide Employee Campaign Coordinators (ECC) a variety of virtual games and activities in the case where some or all of your team are working remotely. The following activities can be emailed to employees or are available on our website at [hlunitedway.org/campaignmaterials](http://hlunitedway.org/campaignmaterials).

Please reach out to our Head of the Lakes United Way team if you have any questions.

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# HEAD OF THE LAKES UNITED WAY BINGO

## HAVE FUN WITH YOUR CO-WORKERS BY PLAYING BINGO!

**Supplies Needed:** Head of the Lakes United Way BINGO card

**Instructions:** All participants are sent a blank Head of the Lakes United Way BINGO card with a word bank. Each employee fill in their BINGO card using words/phrases from the word bank. Each day or hour send an email to all bingo players with one of the words from the word bank. The first person to email BINGO with a picture of their card wins a prize.

**Suggested entry fee:** Suggested dollar amount or free will donation.

**Suggested Prizes:**



- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity Considerations:** Internet may be needed.

**Ability Issues:** Those who suffer from vision impairment or total vision loss.



# HEAD OF THE LAKES UNITED WAY

B	I	N	G	
		<b>FREE SPACE</b> 		

**Fill in the BINGO Card with the following words or phrases:**

Pledge  
 Education  
 Partner Agencies  
 Give  
 Community Impact  
 North Shore  
 Invest In Your Community  
 Leadership  
 Giving

Health  
 #LIVEUNITED  
 Greater Duluth  
 Basic Needs  
 Advocate  
 Volunteer  
 Ashland – Bayfield Counties  
 Community Services  
 Financial Stability

Superior – Douglas County  
 Donate  
 Volunteer Center  
 Change  
 United Way 2-1-1  
 United  
 Together  
 Get Connected. Get Help.

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We have one life. To live better, we must LIVE UNITED.  
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 United Way



# HEAD OF THE LAKES UNITED WAY TRIVIA

## SHOW OFF YOUR TRIVIA SKILLS IN THIS FUN, TEAM BUILDING ACTIVITY!

**Supplies Needed:** Trivia Questions Sheet/Answer Sheet

**Instructions:** All participants are sent a Head of the Lakes United Way Trivia sheet. They can find answers using [hlunitedway.org](http://hlunitedway.org). The first person to submit a completed trivia sheet or the individual or team with the most correct answers wins a prize.

**Suggested entry fee:** Suggested dollar amount or free will donation.

**Suggested Prizes:**

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity Considerations:** Internet may be needed.

**Ability Issues:** Those who suffer from vision impairment or total vision loss.



# HEAD OF THE LAKES UNITED WAY TRIVIA

- How much a day keeps 1 individual working despite barriers to employment?
  - \$1.80
  - \$5.80
  - \$10.80
  - \$12.80
- Head of the Lakes United Way fights for the \_\_\_\_\_ of EVERY person in EVERY community we serve.
  - Basic needs
  - Education
  - Financial Stability
  - Health
  - All of the above
- How much per day for 1 month provides 20 days of shelter for a family of 4?
  - \$2.60
  - \$3.60
  - \$4.60
  - \$5.60
- What are the geographic regions in the HLUW Service Area?
  - Greater Duluth
  - North Shore
  - Superior-Douglas County
  - Ashland-Bayfield Counties
  - A & C
  - All of the above
- How much a week sends an at-risk child to camp for a full week?
  - \$15.00
  - \$10.00
  - \$5.00
  - \$1.00
- \$1.00 donated equals how many dollars of Food Shelf Groceries?
  - \$4.00
  - \$5.00
  - \$6.00
  - \$7.00
- \$18.00 provides how many hours of care for 1 child so a parent can go to work?
  - 4
  - 6
  - 8
  - 10
- Head of the Lakes United Way has a number of programs, which of the follow are included?
  - United Way 2-1-1
  - AFL-CIO Community Services
  - Volunteer Center
  - All of the above
- How much allows an advocate to assist a victim of domestic violence at a restraining order hearing?
  - \$40
  - \$60
  - \$80
  - \$100
- How much supports a teenager's opportunity to earn a nationally recognized training credential to help secure a job?
  - \$25
  - \$20
  - \$15
  - \$10
- \$55 provides a \_\_\_\_\_ After School Program scholarship for one child.
  - 1 month
  - 3 month
  - 6 month
  - 9 month
- How many dollars a week will pay the medical co-pays for 30 individuals?
  - \$10.00
  - \$25.00
  - \$40.00
  - \$50.00

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We have one life. To live better, we must LIVE UNITED.  
Join us at [hlunitedway.org/donate](https://hlunitedway.org/donate).



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# HEAD OF THE LAKES UNITED WAY TRIVIA

13. \$13.65 per week provides dental supplies and preventative dental care for how many children?
  - A. 50
  - B. 75
  - C. 100
  - D. 125
14. At Head of the Lakes United Way we have a strong mission to \_\_\_\_\_?
  - A. Unite caring people
  - B. Mobilize resources
  - C. Empower individuals
  - D. Strengthen communities
  - E. All of the above
15. Since what year have we been confronting critical issues facing individuals in our community?
  - A. 1912
  - B. 1922
  - C. 1932
  - D. 1942
16. We provide funding to over \_\_\_\_\_ partner agencies throughout our geographic regions.
  - A. 30
  - B. 40
  - C. 50
  - D. 60
17. Instead of a gas station snack, how many dollars in food shelf groceries does \$2.00 buy in Greater Duluth?
  - A. \$14.00
  - B. \$10.00
  - C. \$7.00
  - D. \$5.00
18. Instead of a cup of coffee, what does \$5.00 buy in Superior?
  - A. 2 books for a child
  - B. 1 book for a child
  - C. 2 books for a classroom
  - D. 10 books for a school
19. Instead of another app for your phone, what does \$10.00 buy on the North Shore?
  - A. 4 oral health kits to kids
  - B. 6 oral health kits to kids
  - C. 8 oral health kits to kids
  - D. 10 oral health kits to kids
20. Instead of a pair of movie tickets, what does \$20.00 buy for clients to reduce barriers to employment in Greater Duluth?
  - A. 1 daily bus pass
  - B. 2 daily bus passes
  - C. 3 daily bus passes
  - D. 4 daily bus passes
21. Why should you give to Head of the Lakes United Way?
  - A. We can create more impact together than alone.
  - B. Create a tradition of philanthropy.
  - C. It's easy.
  - D. It's tax deductible
  - E. It just feels good
  - F. Any combination of the above.
22. Who determines how and where HLUW funds are granted?
  - A. Community volunteers
  - B. The agencies we fund
  - C. HLUW Management Team
  - D. HLUW Board of Directors
23. HLUW's Volunteer Center connects you with local non-profits looking for volunteers.
  - A. True
  - B. False
24. A donation to HLUW is an investment in your community – you get to give where you live.
  - A. True
  - B. False
25. We work with community partners to identify our community's most critical needs.
  - A. True
  - B. False

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# TRIVIA ANSWER KEY

- How much a day keeps 1 individual working despite barriers to employment? (Campaign Brochure)  
**A. \$1.80**
- Head of the Lakes United Way fights for the \_\_\_\_\_ of EVERY person in EVERY community we serve. (Campaign Brochure)  
**E. All of the above**
- How much per day for 1 month provides 20 days of shelter for a family of 4? (Campaign Brochure)  
**A. \$2.60**
- What are the geographic regions in the HLUW Service Area? (Campaign Brochure)  
**F. All of the above**
- How much a week sends an at-risk child to camp for a full week (Campaign Brochure)  
**D. \$1.00**
- \$1.00 donated equals how many dollars of food shelf groceries? (Campaign Brochure)  
**D. \$7.00**
- \$18.00 provides how many hours of care for 1 child so a parent can go to work? (Campaign Brochure)  
**C. 8**
- Head of the Lakes United Way has a number of programs, which of the follow are included? (Campaign Brochure)  
**D. All of the above**
- How much allows an advocate to assist a victim of domestic violence at a restraining order hearing? (Campaign Brochure)  
**A. \$40**
- How much supports a teenager's opportunity to earn a nationally recognized training credential to help secure a job? (Campaign Brochure)  
**C. \$15**
- \$55 provides a \_\_\_\_\_ After School Program scholarship for one child. (Campaign Brochure)  
**D. 9 month**
- How many dollars a week will pay the medical co-pays for 30 individuals? (Campaign Brochure)  
**A. \$10.00**
- \$13.65 per week provides dental supplies and preventative dental care for how many children? (Campaign Brochure)  
**C. 100**
- At Head of the Lakes United Way we have a strong mission to \_\_\_\_\_? (Campaign Brochure)  
**E. All of the above**
- Since what year have we been confronting critical issues facing individuals in our community? (Campaign Brochure)  
**B. 1922**
- We provide funding to over \_\_\_\_\_ partner agencies throughout our geographic regions. (Campaign Brochure)  
**C. 50**
- Instead of a gas station snack, how many dollars in food shelf groceries does \$2.00 buy in Greater Duluth? (Invest in Your Community - What a Dollar Buys)  
**A. \$14.00**
- Instead of a cup of coffee, what does \$5.00 buy in Superior? (What a Dollar Buys)  
**A. 2 books for a child**
- Instead of another app for your phone, what does \$10.00 buy on the North Shore? (IWhat a Dollar Buys)  
**D. 10 oral health kits to kids**
- Instead of a pair of movie tickets, what does \$20.00 buy for clients to reduce barriers to employment in Greater Duluth? (What a Dollar Buys)  
**D. 4 daily bus passes**
- Why should you give to Head of the Lakes United Way? (Top 10 Reasons to Give)  
**F. Any combination of the above. 😊**
- Who determines how and where HLUW funds are granted? (Wheel of Impact)  
**A. Community volunteers**
- HLUW's Volunteer Center connects you with local non-profits looking for volunteers. (Campaign Brochure)  
**A. True**  
**B. False**
- A donation to HLUW is an investment in your community – you get to give where you live. (Campaign Theme)  
**A. True**  
**B. False**
- We work with community partners to identify our community's most critical needs. (Wheel of Impact)  
**A. True**  
**B. False**

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# VIRTUAL FITNESS COMPETITION

**Do you want to do an activity to increase your energy? Boost your team's spirits AND their heart rate by holding a Virtual Fitness Competition.**

**Supplies Needed:** Depends on individual's fitness activity chosen.

**Instructions:**

1. Send email inviting employees to sign up to boost their physical activity. Each individual can choose their activities based on interest & abilities. Set competition time frame (recommendation: 4 weeks). Individuals record fitness minutes of completed.
2. Prizes to be given out for the participant who completes the most minutes of fitness activity by the deadline.
3. Consider sending weekly emails updating participants on everyone's current minutes completed.

**Suggested entry fee:** \$5 or free will donation.

**Suggested Prizes:**

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity Considerations:** Fitness can be a very personal journey for some. As with all campaign activities, this competition should be optional.

**Access:** Access to get numbers to ECC.

**Ability/Mobility issues:** May exclude persons with physical limitations.



# REMOTE LUNCH/COFFEE DELIVERY

## Take a virtual coffee break!

**Supplies Needed:** Lunch, coffee, or gift certificate.

**Instructions:** Raffle of a remote lunch or remote coffee break with delivery. To add to the fun, consider having a member of management do the delivery. For more socially distant options; mail a gift card, email an e-gift card, or have a restaurant deliver.

**Suggested entry fee:** \$5 or free will donation.

# WEAR A HAT TO WORK/ VIRTUAL MEETING INCENTIVE

## Hats off to United Way...More like hats on!

**Supplies Needed:** None.

**Instructions:** Free pass to wear a hat with your donation.

**Suggested entry fee:** \$10 or free will donation.

**Suggested Prizes:** Permission to wear a hat to work/virtual meeting

**Equity considerations:** Not everyone considers themselves a "hat person." Also, be sure hats do not display any hurtful language or biases. Be kind.

**Access:** A hat.



# VIRTUAL MASK OR COSTUME CONTEST

## Why not do something fun to spruce up our newest accessories!

**Supplies Needed:** Mask, supplies in which to decorate mask and/or costume.

**Instructions:** Sign up to participate in a mask decorating contest. Send photo of completed mask to ECC for judging. Consider prizes for; best idea, most crafty, most humorous, or make up your own categories. Photos could be posted in your company electronic newsletter, emails, or during your online virtual meetings.

October Idea: Have a costume contest and give prize to those who best incorporate a mask into their costume.

**Suggested entry fee:** \$5 or free will donation.

### **Suggested Prizes:**

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity Considerations:** Costumes have had a history of characterizing different groups, people and cultures. As always, please be considerate of different lenses all employees will be viewing these costumes. Be kind.

**Access:** Need to be able to send a photo electronically.

**Ability/Mobility issues:** Could exclude those who are medically unable to wear a mask.



# HEAD OF THE LAKES UNITED WAY WORD SCRAMBLE

**Show off your word skills in this fun, laid back activity!**

**Supplies Needed:** Word Scramble Sheet.

**Instructions:** All participants get 2 minutes to make as many (dictionary & HR approved) words with the letters in "Head of the Lakes United Way." See example below.

**Suggested entry fee:** \$5 or free will donation.

**Suggested Prizes:**

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity considerations:** Avoid words that can be considered offensive or hurtful.

**Ability issues:** Those who suffer from vision impairment or total vision loss.

**Access Issues:** Ability to spell.

**Example: HEAD OF THE LAKES UNITED WAY**

1. Key
2. Elephant
3. Apple
4. Weeks
5. Yellow
6. Hat
7. Lion
8. Outside
9. Ten
10. Health



# HEAD OF THE LAKES UNITED WAY RAFFLE

## Encourage full participation by having a raffle!

**Supplies Needed:** Raffle tickets or slips of paper, a pen and a bucket or basket.

**Instructions:** Encourage staff to submit their completed pledge forms by a certain date. Enter the names of any staff member that submits their form on time into the raffle. Give out additional raffle tickets for staff that increase their gift from last year or give for the first time. Pull name(s) from the hat during a staff meeting or conference call. The winner(s) receives a prize.

**Suggested entry fee:** Completed Head of the Lakes United Way Pledge Form

### Suggested Prizes:

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity considerations:** Ability to donate.

**Ability issues:** Ability to donate.



# HEAD OF THE LAKES UNITED WAY WORD SEARCH

**Show off your word search speed.**

**Supplies Needed:** Word Search Sheet.

**Instructions:** All participants get emailed the Head of the Lakes United Way Word Search. The first employee to send back a completed word search to the ECC gets a prize.

**Suggested entry fee:** \$5 or free will donation.

**Suggested Prizes:**

- Gift cards to local businesses and restaurants
- Time off from work
- Company-branded swag items, i.e. t-shirts, thermoses, lanyards, etc.
- An ideal parking spot if they are working in-office
- Event tickets
- Gift credit cards
- Gift cards to online merchants

**Equity considerations:** Computer and printer/scanner access.

**Ability issues:** Those who suffer from vision impairment or total vision loss.



# HEAD OF THE LAKES UNITED WAY WORD SEARCH

## WORD BANK:

EDUCATION

PARTNER

AGENCIES

IMPACT

NORTHSHORE

INVEST

LEADERSHIP

HEALTH

LIVE UNITED

DULUTH

BASIC NEEDS

ADVOCATE

GIVE

VOLUNTEER

ASHLAND

BAYFIELD

FINANCIAL STABILITY

SUPERIOR

DONATE

CHANGE

UNITED WAY

TOGETHER

P T C Y T I U Z C Z I J B E J O M M T L I B N F X T J V L M  
 K P M R K N J K X Z K P A J I C G A U D N S P J A M C X S K  
 K G P D A S J V S E C A L I M P A C T N J V D H E Z F W Z M  
 E T A N O D C Z G J V O M N H M D G S Y D B V J A T R H F X  
 D U R H H D G N N O R T H S H O R E Q B K Q E U B Q J U C H  
 A C T J E M A O L V C B D L E I F Y A B W T O G E B Z I S X  
 X V N B Q H X U V K Y X B C P L G W A V A A E B M F S R W G  
 H T E Z C O N T K Z Y V C N S D E E N C I S A B C I Q Y D U  
 S X R Y W T M O J G F R N W D O I L O O V B T F T K G M N V  
 E E R S E J L G W D E F B V N P T V J A E J S U P E R I O R  
 I E M E B Q P Q H H U B T V L L D E E G V A U P D D T V C E  
 C E R D T G T F T A X L D I V A T R U E D C O Y A E U C O D  
 N A E A E Q U E Q T N I U I Y D A I H D A I E D D O W O G M  
 E Y I D M G G G G B J M J T Z R W L O X G R E W L O H Q D W  
 G N Y O U O L H F X F E C K H L A S Y M I N A I J D U C Z C  
 A Q F E T C D H E C C T Y Q G T H F E U V Y V Q O T W O I Q  
 F L F K N Z A H R A V R N Q V F E I U K E E K Z A F R Z F Y  
 E M R R I H S T O L L J N B F X P X R M U Y X R W E Z G K D  
 P B V C Y T I L I B A T S L A I C N A N I F T I X Y U R O B  
 J P A U F M U Q D O L Q H L G G Q A I I X D X P X O T X A K  
 P T C N B B J T L X N X B F T L R T S F J R R Y D Q E Q Z G  
 W C B I T Q X M P I H S R E D A E L A H B W Y F L V A V G P  
 V I L Z M G R B U U W H W B C D D S T U L Q W X L V M M J C  
 B B L F Z Z V B H M E C G Y O X E W M F L A M B E M N L R F  
 S F W N D X W W S E P I J A K D R A P S G V N V Q X Q F C B  
 Q G X X O P Q D P K C P V J V X T P Y B R F S D Y E T R R L  
 E Y V E P T R W B Z M G Q O R G B L J L Y L I N V E S T G T  
 T I C V Z C S P L T Z V Z X A E T E K C S G Z R E Y I I M O  
 K Z Q M G G F B U C X O E F L E U H S N T Q O T A H N E E N  
 G H T B I W W D F P C G Q X Q Z T T J A Y G R U Y Q O D T N

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# HEAD OF THE LAKES UNITED WAY WORD SEARCH ANSWER KEY

## WORD BANK:

EDUCATION

PARTNER

AGENCIES

IMPACT

NORTHSHORE

INVEST

LEADERSHIP

HEALTH

LIVE UNITED

DULUTH

BASIC NEEDS

ADVOCATE

GIVE

VOLUNTEER

ASHLAND

BAYFIELD

FINANCIAL STABILITY

SUPERIOR

DONATE

CHANGE

UNITED WAY

TOGETHER

P	T	C	Y	T	I	U	Z	C	Z	I	J	B	E	J	O	M	T	L	I	B	N	F	X	T	J	V	L	M	
K	P	M	R	K	N	J	K	X	Z	K	P	A	J	I	C	G	A	U	D	N	S	P	J	A	M	C	X	S	K
K	G	P	D	A	S	J	V	S	E	C	A	L	I	M	P	A	C	T	N	J	V	D	H	E	Z	F	W	Z	M
E	T	A	N	O	D	C	Z	G	J	V	O	M	N	H	M	D	G	S	Y	D	B	V	J	A	T	R	H	F	X
D	U	R	H	H	D	G	N	N	O	R	T	H	S	H	O	R	E	Q	B	K	Q	E	U	B	Q	J	U	C	H
A	C	T	J	E	M	A	O	L	V	C	B	D	L	E	I	F	Y	A	B	W	T	O	G	E	B	Z	I	S	X
X	V	N	B	Q	H	X	U	V	K	Y	X	B	C	P	L	G	W	A	V	A	A	E	B	M	F	S	R	W	G
H	T	E	Z	C	O	N	T	K	Z	Y	V	C	N	S	D	E	E	N	C	I	S	A	B	C	I	Q	Y	D	U
S	X	R	Y	W	T	M	O	J	G	F	R	N	W	D	O	I	L	O	O	V	B	T	F	T	K	G	M	N	V
E	E	R	S	E	J	L	G	W	D	E	F	B	V	N	P	T	V	J	A	E	J	S	U	P	E	R	I	O	R
I	E	M	E	B	Q	P	Q	H	H	U	B	T	V	L	L	D	E	E	G	V	A	U	P	D	D	T	V	C	E
C	E	R	D	T	G	T	F	T	A	X	L	D	I	V	A	T	R	U	E	D	C	O	Y	A	E	U	C	O	D
N	A	E	A	E	Q	U	E	Q	T	N	I	U	I	Y	D	A	I	H	D	A	I	E	D	D	O	W	O	G	M
E	Y	I	D	M	G	G	G	B	J	M	J	T	Z	R	W	L	O	X	G	R	E	W	L	O	H	Q	D	W	
G	N	Y	O	U	O	L	H	F	X	F	E	C	K	H	L	A	S	Y	M	I	N	A	I	J	D	U	C	Z	C
A	Q	F	E	T	C	D	H	E	C	C	T	Y	Q	G	T	H	F	E	U	V	Y	V	Q	O	T	W	O	I	Q
F	L	F	K	N	Z	A	H	R	A	V	R	N	Q	V	F	E	I	U	K	E	E	K	Z	A	F	R	Z	F	Y
E	M	R	R	I	H	S	T	O	L	L	J	N	B	F	X	P	X	R	M	U	Y	X	R	W	E	Z	G	K	D
P	B	V	C	Y	T	I	L	I	B	A	T	S	L	A	I	C	N	A	N	I	F	T	I	X	Y	U	R	O	B
J	P	A	U	F	M	U	Q	D	O	L	Q	H	L	G	G	Q	A	I	X	D	X	P	X	O	T	X	A	K	
P	T	C	N	B	B	J	T	L	X	N	X	B	F	T	L	R	T	S	F	J	R	R	Y	D	Q	E	Q	Z	G
W	C	B	I	T	Q	X	M	P	I	H	S	R	E	D	A	E	L	A	H	B	W	Y	F	L	V	A	V	G	P
V	I	L	Z	M	G	R	B	U	U	W	H	W	B	C	D	D	S	T	U	L	Q	W	X	L	V	M	M	J	C
B	B	L	F	Z	Z	V	B	H	M	E	C	G	Y	O	X	E	W	M	F	L	A	M	B	E	M	N	L	R	F
S	F	W	N	D	X	W	W	S	E	P	I	J	A	K	D	R	A	P	S	G	V	N	V	Q	X	Q	F	C	B
Q	G	X	X	O	P	Q	D	P	K	C	P	V	J	V	X	T	P	Y	B	R	F	S	D	Y	E	T	R	R	L
E	Y	V	E	P	T	R	W	B	Z	M	G	Q	O	R	G	B	L	J	L	Y	L	I	N	V	E	S	T	G	T
T	I	C	V	Z	C	S	P	L	T	Z	V	Z	X	A	E	T	E	K	C	S	G	Z	R	E	Y	I	I	M	O
K	Z	Q	M	G	G	F	B	U	C	X	O	E	F	L	E	U	H	S	N	T	Q	O	T	A	H	N	E	E	N
G	H	T	B	I	W	W	D	F	P	C	G	Q	X	Q	Z	T	T	J	A	Y	G	R	U	Y	Q	O	D	T	N

Head of the Lakes United Way fights for the basic needs, education, financial stability, and health of EVERY person in EVERY community we serve.

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