

VIRTUAL CAMPAIGN TOOLKIT

“Apples Against Humanity”

**If your team members love sharing funny memes, GIFs, and photos,
then Apples Against Humanity is for you!**

Supplies Needed:

- *Pre-written words and phrases. The more you have, the more chances there are to win!*
- *Digital platform that is available to all participants. Could be your company intranet, a page on Microsoft Teams, Google Drive, etc.*

Instructions:

- 1) *Send an email to invite employees to participate via email or posting on the company intranet or on a page in Microsoft Teams or Google Drive. Also inform them of the entry fee to participate and how to pay the fee.*
- 2) *Decide what platform you will use to post your words and phrases for each round. Select a time limit for each round, i.e. 1-2 hours for each participant to respond with a meme, GIF, or photo. Create a schedule for when you will distribute your words and phrases.*
- 3) *You may choose one judge for every round or rotate judges each round. Each judge will be responsible for selecting a winner from the memes, GIFs, and phrases that are submitted. It is up to each judge to determine which submission best fits the word or phrase for each round. Make sure that submissions are accessible to all participants, i.e. if you are using an email format, ask everyone to hit “reply all” when they submit.*

Be sure to share the winning meme, GIF, or photo with everyone!

Our recommendation is to have the campaign coordinator be the first judge, and to select new judges from your pool of winners after each round. If someone has won a round and selected a prize, have them become the next round's judge. If you have team members that have opted out of participating, invite them to judge a round as well!

4) Email employees to advise them of your schedule and what platform you will use so that they can anticipate each round and participate. Work schedules can vary for each employee so allow enough time for everyone participating to join in!

Suggested entry fee: \$5

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: *Use words and phrases that are appropriate for your workplace and don't exclude any of your employees who want to participate. A good rule of thumb is to use work-related words and phrases that everyone on your team should be able to relate to.*

Access: *Need access to and ability to use computer and internet.*

Mobility issues: *None, excluding access and ability to use computer and internet.*

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

Questions?

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