

VIRTUAL CAMPAIGN TOOLKIT

Virtual Lip Sync Challenge

Who can rock out like no other?! Who has the right props and accessories to complete the full celebrity look? Host your own Lip Sync Battle!

Supplies Needed:

- *Participants will need a access to a device to record video with audio and direct connection, data or wifi to upload a file.*
- *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 by submitting a video either 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 submit a video and how to pay the fee. Limit of one video per participant.

2) Decide the best way to post the videos for all to see. You can post all at once, or come up with an elimination system to narrow down to a final number to vote.

3) Email employees to inform them of where videos can be seen and invite them to vote on their favorite videos. Voting can be done via a Google form or Survey Monkey survey. Alternatively, employees can vote using cash and the winner is the one who receives the most cash donations

Suggested entry fee: \$5

Questions?

**Contact Marty Hillard, Director of Workplace Campaigns
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Encourage your company leaders to all participate to increase the buzz and excitement surrounding the event.

Feel free to identify an employee that is the digital “host” of the challenge and post their own videos to hype up the competition.

Suggested Prizes (feel free to adjust, but remember the objective is to add money to your campaign total):

- Video that receives the most donations in its honor is crowned the grand champion– receives trophy (can be homemade) and gift certificate or cash prize
- Can vote by jars that are set out where dollars count positively and coins count negatively so that you can “sabotage” other people’s chances of winning

Equity considerations: Not everyone will be confident in broadcasting their musical taste to others, or performing in front of their co-workers. As with all campaign activities, **this challenge should be optional** and care should be taken to address negative comments or microaggressions. **Access:** need access to and ability to use computer and internet. **Mobility issues:** no gross motor issues. **Ability issues:** may exclude individuals with hearing disabilities or who suffer from body dysmorphia or other challenges related to body confidence.

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