



# UNITED WAY CAMPAIGN

LIVE UNITED

## VIRTUAL CAMPAIGN TOOLKIT

### VIRTUAL LIP SYNCH 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 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, Zoom, etc.

#### Instructions:

1. Invite employees to participate by submitting a video either via email or posting on the company intranet, in Microsoft Teams or Google Drive. Limit of one video per participant.
2. Decide the best way to post the videos for all to see. If you want to extend the voting beyond a first round, you can create an elimination system to narrow down to the top three for a final vote.
3. Email employees to inform them of where videos can be seen and invite them to vote for either their top favorite video or their top three favorite videos. Voting can be done via a Google form or Survey Monkey. A donation must accompany their vote. You can either create a uniform voting fee for each round or encourage employees to make any donation in the name of their favorite video. The video that garners the largest monetary donation is the winner.

**Suggested voting fee: \$10**

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## **Suggested Prizes:**

- Video that receives the most donations in its honor is crowned the grand champion and receives a trophy (can be homemade) and a gift certificate or cash prize.

## **Considerations:**

- First, you may want to gauge interest level and access to technology for filming/uploading videos. Identify supports for those interested, but lacking access to technology.
- Not everyone will be confident in broadcasting their musical tastes or skills, but all can vote for their favorite performance! As with all campaign activities, this challenge should be optional.
- Consider a review process for submitted videos to ensure they meet workplace standards for decency and appropriateness.
- Support positive reactions or comments about submissions; warn against negativity.

**For more information, please contact Susan Cohen 973.993.1160, x.108 or email [Susan.Cohen@UnitedWayNNJ.org](mailto:Susan.Cohen@UnitedWayNNJ.org).**

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