

VIRTUAL CAMPAIGN TOOLKIT

Virtual Book Club

Gather employees together to talk about the latest best-seller and donate what they would have spent on the in-person club to a good cause!

Supplies Needed:

- Digital video platform that is available to all participants. Could be Zoom, WebEx, Go-to - Meeting, etc.
- Physical or electronic copies of the book chosen for the book club. Tip: Your local library may have special book club packages with enough books for everyone.

Instructions:

- 1) Chose a book. These can be chosen by a committee or even by an employee vote.
- 2) Select discussion leaders who will organize the book club(s).
- 3) Email employees to inform them of the choices they have and to sign-up to attend. Sign-up can be done via Google sheet, or by emailing a designated individual. Email should also specify how to pay for the class, and options for securing a copy of the book (s).
- 4) Gather employees together via a virtual platform for the discussion(s).

Suggested entry fee: \$10 (Suggest employees donate what they would have spent on snacks/drinks for the in-person club)

This can be used as a team-builder for your team, and the book can be themed to the work of your organization.

Equity considerations: As with all campaign activities, this challenge should be optional, and care should be taken to address negative comments or microaggressions. Care will need to be taken when selecting book titles, particularly when it comes to books that have sensitive content or are otherwise controversial.

Access: need access to and ability to use computer and internet, and to purchase the book or reserve it from the library. You may want to give employees several options for how they can get a copy of the book (i.e. purchase, check-out from library, etc).

Mobility issues: None. Ability issues: Books will need to be at a reading level that is comfortable for all employees. Some employees may not enjoy reading or struggled with reading growing up and do not have fond memories associated with reading books.



QUESTIONS?

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United Way of Pitt County