VIRTUAL CAMPAIGN TOOLKIT

Mobil Resource Hunt

Organize a resource hunt that employees can complete from their phone! The hunt can be themed to your company or even a fun way to learn about United Way!

Supplies Needed:

• Android or Apple device capable of downloading apps

• Employees need a data plan or access to WiFi

• Download the Goosechase app (available free from Google Play or the App Store) Instructions:

1) Work with United Way staff to create a resource hunt that employees can compete in on their own time using the Goosechase app on their phone. The app allows users to complete "missions" (clues) and post within the app once they have done so. The app keeps track of points and even allows for bonus points to be administered, and for messages to be sent to participants. Your organization would need to provide the clues for the game and determine the stop and start times for the game.

2) Send out email to employees describing the game and asking those interested in participating to sign-up. Email should specify how to pay to enter the game.

3) Once your organization has a list of those who have paid to enter the game, email participants the instructions and game code to join the game.

Suggested entry fee: $5

Consider awarding a prize (such as a gift card, half-day off, reserved parking space for a month) to the top 1-3 finishers.

To raise additional funds, you can sell "Bonus points" for the suggested amounts:

• $5 for 100 points

• $10 for 200 points

• $15 for 300 points

Equity considerations: As with all campaign activities, this challenge should be optional. Please remember that not everyone has the same resources available to them outside of their work environment.

Access: need access to a phone with a data plan and that can download applications. If you are encouraging people to play while at work, make sure your internet security allows access to the app through WiFi. When designing GooseChase "missions," consider whether participants will need access to transportation.

Ability considerations: The GooseChase app would be challenging to use for employees with visual impairment. When designing GooseChase missions, build in ways to complete the mission that would accommodate different abilities, including limited physical mobility. For example, don't require a photo of sometime accessible only by a staircase. Thoughtful planning creates a better experience for every member of your team.

QUESTIONS?

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United Way

United Way of Pitt County