

VIRTUAL CAMPAIGN TOOLKIT

Corona Virus Swear Jar

*All of this talk about the virus can be tiring– looking for a fun way to change up the conversation while also raising money for a great cause?
Consider a Coronavirus Swear Jar!*

Supplies Needed:

Clear jar of some type that can be placed in a public area in your business.

Instructions:

- 1) Place the jar in an open area and decide how much people should put in.
- 2) Send out an email laying out the ground rules to follow

Suggested entry fee: \$1-2 each time the virus/crisis is mentioned (at least outside of necessary mention).

Equity considerations: As with all campaign activities, this challenge should be optional and care should be taken to address negative comments or microaggressions. Employees who have suffered from COVID-19 or had a loved one who suffered or died from the disease may not appreciate taking humor in the current situation. You'll want to think about the sensibilities and present situation of your employees before moving forward with this activity.

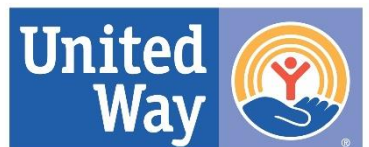
Access: None.

Mobility issues: None.

Ability issues: None.

QUESTIONS?

Contact Sue Tidd, Director of Resource Development
stidd@uwpcnc.org, 252.741. ext. 209



United Way of Pitt County