



United
by
Song



WATCH PARTY TOOLKIT

HELLO!

We're thrilled that you've decided to join us for **United by Song**, a virtual storytelling event unlike any other.

It will be a **LIVE**, one-time-only broadcast. Four Atlantic Canadians will courageously share their stories about how programs funded by United Way donors like you have made a huge difference in their lives. It's a great opportunity for friends and colleagues to come together for a watch party, so you can share in the experience and make it even better, together!

WHAT IS A WATCH PARTY?

A watch party is when you gather with some co-workers, friends, or fellow United Way donors to watch the **United by Song** livestream together. The details of what's possible will vary depending on where you're physically located, where you work, and what type of gathering is COVID-safe. We hope you'll consider bringing at least a few people together so you can share in the experience and help make it even more memorable.

Anyone can organize a watch party and we've broken it down into five easy steps.

WATCH PARTY HOW-TO

#1 - TAKE THE LEAD

Every watch party needs to be organized by somebody; why not **you**? The first step is simply to decide you're going to do it! Every watch party will be different and there's no right or wrong approach. If hosting or organizing is outside of your comfort zone, you can keep it simple. And if you're already a host extraordinaire, this is an opportunity to get creative.

#2 - CHOOSE A LOCATION

The main thing you need is a physical space where two or more people can gather. This can be an office, meeting room, lunchroom, lobby, living room, patio, or somewhere else. Depending on the location you choose, you can then determine how many people to invite.

LOCATION CHECKLIST

- **WiFi**
- **A computer or screen that everyone in attendance can see**
- **Seating**
- **Ability to physically distance, if required**

Tip: If you have the option of chatting with people live or in-person, try inviting people verbally instead of sending an email!

#3 - INVITE YOUR GUESTS

As soon as you know how many people can come, you'll want to extend the invitation. Here's a sample email that you can copy-and-paste, as a starting point:

*I'm planning to tune into United by Song, a special storytelling event being broadcast by United Way on **September 24th at 3 p.m. [3:30 in Newfoundland]** - would you like to join me? The virtual event will be about an hour long and will feature stories and musical performances that highlight the impact that United Way donors and champions are having on people's lives. I was thinking we could bring **[insert numbers or names of people]** together and watch it **[name the location you have in mind.]** Are you in?*

Tip: Take a collaborative approach by reaching out to your guests, and asking their ideas or solutions for bringing any unique details to life.

#4 - GET CREATIVE

You've confirmed the interest of one or more people and have a location confirmed - great work! Now you can consider if you want to add any "extras" to your plans. Think about your watch party in the same way you would a birthday, Superbowl, or housewarming gathering, and consider things like snacks, activities, dress code, etc.

#5 - RECONFIRM

Ideally, you'll want to double-check your watch party details before event day (September 24th). It never hurts to send a quick reminder to your guests, get familiar with the technology you're using, or reconfirm any other pieces like snacks, seating, or supplies.

IMPORTANT:

If you are the only guest who has registered to attend, remember that you are the **only person** in your group who will hear from United Way directly. That means you'll want to forward any communication along to the others **OR** encourage them to go ahead and register as well, so everyone is equally in the know.

WATCH PARTY EXTRAS

Want to make your watch party special, but not sure how? Hopefully these sparks of inspiration will get you started.

1. Choose a theme. Can you coordinate décor, snacks, or music to match?
2. Set a dress code. Do you want to get dressed up in cocktail party outfits just for fun? Or wear coordinating company colours? Or wear red for United Way?
3. Make it a potluck or order in your favourite snacks. Yum!
4. Make it a contest. Is there a prize for best outfit, tastiest snack, or wackiest hair style? Maybe you secure a prize or two, and simply give them away by random draw.
5. Make it a fundraiser for United Way. Maybe you have a toonie jar, coordinate a 50/50, or set a goal for the total amount you'd like to reach when you pool your online donations together.
6. Play trivia. Pull together some facts about your local United Way or community and turn it into a game of trivia that you can play together before or after the virtual performance.
7. Do a cookie or recipe exchange. Have each of your guests bring homemade cookies or a copy of one of their favourite family recipes and swap them around so that everyone goes home with new treats or meals to try.
8. This year's United by Song event will be hosted by two dazzling local drag queens, Dyna Mite and Deva Station. Have attendees make up their own drag queen names with nametags for your watch party.
9. Use the watch party to meet as a United Way campaign committee, or as your employee giving campaign kick-off.
10. Serve a signature beverage. Create a special or themed mocktail, and either serve it or sell it to your guests and share in a toast!
11. Create a playlist of local artists that you can listen to before or after the performance. Bonus points for sharing it with everyone a few days before the event!
12. Extend your watch party for 30 minutes after the event, so you can hang out, talk about your experience, share your favourite moments, etc.

Whatever you do, make sure you're taking photos and posting them on social media with the hashtag **#UnitedBySong**. You might just see yourselves show up in the livestream!



United Way