



# GLOBALGIVINGDAY

Show the world Vi families care.

## Cause Captain Playbook

Vi will be selecting up to 10 local events to focus our raised donations, but we know the community will throw dozens more. If you're interested in being one of our featured events, be among the first to follow the steps below.

### How to Set Up an Event:

**Reach out** to your Vi Cares Charity and confirm if they are willing to participate. If they are not, you can still engage another charity or create an event of your own.

**Select an Activity.** Outline what the event will consist of, here are some examples:

- ▶ Serving Vi products/food to those in need
- ▶ Packing lunches/snacks to give out another day
- ▶ Helping to clean parts of the facility
- ▶ Making shakes with kids/families
- ▶ Collecting/organizing donations from the community GET CREATIVE!

**Organize the details** of the event with your charity contact, working around any restrictions they may have. Here are some of the details to solidify:

- ▶ Time, location, point person, contact details
- ▶ Identifying any additional needs that day
- ▶ Identify and confirm a communication plan if reaching out to others to participate, such as: flyers, outreach, social posting etc.
- ▶ No event is too big or too small, the idea is to use this Global Giving day to promote GIVING BACK within the community!

#### Create a Facebook Event

- ▶ Head to Facebook to "Create an Event" including all relevant event details
- ▶ Make sure to include date, time, location, and what activity you'll be doing, as well as anything attendees should bring, wear, or be prepared for.

**Submit Your Event** on the Global Giving Day website to update the list of participating charities.

**Join the Cause Captains Facebook Group** to plug in with other Cause Captains around the world to get updates and share best practices.



Submit your event by October 31<sup>st</sup>  
Details and Entry Form at [globalgivingday.vi.com](http://globalgivingday.vi.com)

