

'VIRTUAL OLYMPICS' VIRTUAL CHALLENGES

June 1-5, 2020

PURPOSE OF THIS DOCUMENT

To outline a clear communication strategy for the 'Virtual Olympics' challenges which alumni, staff, Builders and any corporate partner affiliates have been invited to.

OBJECTIVES

Provide an overview of the event details and how alumni can be involved.

Outline an event plan and timeline

Advertise the event

INTERNATIONAL AID CAMP EVENT

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I. OVERVIEW

BACKGROUND

After the success of the 'Virtual Olympics' challenges organised by Jess Thompson for our staff between March 23 and 27, we have decided to carry these out again in June, 2020 and extend these challenges out to our alumni community.

II. PROMOTING THE EVENTS

Alumni Newsletter

Subscribed registered users of our Alumni Network (7700 alumni, potential future volunteers, current and previous staff members and partner affiliates) and subscribed members of our pre-populated list (22341 alumni, potential future volunteers, current and previous staff members and partner affiliates who are yet to join the Network) will be invited to join in via the fortnightly newsletter due to be sent on May 29, 2020.

Social media

ALUMNI NETWORK

These events will be promoted on the Alumni Network in a post pinned to the top of the main feed from May 25 onwards.

There will also be an event created on May 25 which all users will be e-invited to.

SOCIAL MEDIA PLATFORMS

Messaging shared across social media platforms should encourage people to sign up for these events via the Alumni Network. The alumni@allhandsandhearts.org email address can also be shared for anybody interested in joining who doesn't want to join the Alumni Network .

Agreed messaging can be shared across our social media channels.

PROGRAM FACEBOOK GROUPS

III. RESOURCES NEEDED

ORGANIZING THE EVENTS

Siobhan MacRae will take the lead on this.

Collective Event invite and instructions

Instructions for individual events

Scoring sheet

WhatsApp group

Promotional posts

Prizes? - Honour of winning. We can make gold, silver and bronze trophy images and add the names to these, plus Amazon gift voucher to the gold winner?

FACILITATING THE EVENTS

Schedule of events / who will facilitate

IV. EVENT SCHEDULE

Monday 25 - Tower Builder - Coco
Tuesday 26 - Garbage Bag Dash - Darren
Wednesday 27 - Drawing in the Dark - Darren
Thursday 28 - The Marathon - Coco
Friday 29 - Rice Master - Coco

V. TIMELINE

Task	Notes	Responsible
PLANNING		

Decide on date / time	Jun 1-5 5PM UK time / 9AM Pacific / 10AM Mountain / 11AM Central / 12PM Eastern	Darren / Coco / Siobhan By May 18 COMPLETE
Decide how challenges will be given	Darren presents on his days off, Coco on other 2 days, marathon is presented the night before as it's a 24 hour challenge	Darren / Coco / Siobhan By May 18 COMPLETE
Decide how challenges will be scored	Tower builder - highest tower in time limit wins, all stand alone towers get points, tallest to smallest Drawing in the dark - decide on call by matching likeness Garbage Bag Dash - who got there fastest, points for everybody over the other line, fastest to slowest Marathon - announced the night before, people given 24 hours, video submissions to the chat, points longest to shortest time. Rice Master - points for anyone with rice in the bowl, from most to least	Darren / Coco / Siobhan By May 18 COMPLETE
Decide on events	Tower Builder - stack household items as high as you can in time limit Drawing in the Dark - Draw self portrait blindfolded in time limit Garbage Bag Dash - Fastest person to jump designated distance inside a garbage bag Marathon - 24 hour challenge: 24 hours to build a chain reaction maze (https://www.youtube.com/watch?v=CxunCt-rd2Y&pbjreload=10) Rice master - move as many individual grains of rice from one bowl to another within time limit	Darren / Coco / Siobhan By May 18 COMPLETE
Create instructions / how to score plan for every event	Have rules for each challenge / how it will be scored decided and written down to reduce questions on the call.	Darren / Coco By May 24
Consider prizes	Let's just keep it simple and I'll create gold, silver and bronze images and we can put the flag of the nationalities up.	Darren / Coco / Siobhan By May 24 COMPLETE
PROMOTION		
Alumni Network event post	Introduce idea and e-invite alumni to join in https://allhandsandheartsalumni.org/events/123	Siobhan By May 25 COMPLETE
Alumni Network newsletter	Introduce idea and encourage interested attendees to join in May 29 newsletter	Siobhan By May 29
All social media platforms	Messaging shared across social media platforms should encourage people to sign up for these events via the Alumni Network. The alumni@allhandsandhearts.org email address can	Marketing

	also be shared for anybody interested in joining who doesn't want to join the Alumni Network . Agreed messaging can be shared across our social media channels.	
Program FB groups	Encourage an alumni attendee to post about their experience at the event and photos	Siobhan By May 25
Share with staff	Introduce idea and encourage attendance in VaAR fortnightly update email	Lauren By May 21
WhatsAPP group	Invite everybody who's interested to the WhatsApp group https://chat.whatsapp.com/DaO9W6H3LqPKZPvA01sM64	Siobhan May 31 COMPLETE
Reminder posts	Daily Alumni Network and Facebook program page reminder posts.	Darren / Coco Daily Jun 1 - 5

III. EVENT FEEDBACK

INFERENCES / POTENTIAL BENEFITS TO ALL HANDS AND HEARTS

LESSONS LEARNED

BEST PRACTICES

OUTCOME