



FUNDRAISING IDEAS

Every workplace campaign is different- but engagement is key anywhere! We need your support- now more than ever- to meet the needs in our community that have only grown during the COVID-19 health crisis. This year's campaign may not take place in person, but that doesn't mean it can't be fun! Try out some of these fundraising ideas to get your employees excited about the campaign.

HOST A TRIVIA OR BINGO CONTEST

Have employees team up and compete against one another in a tournament bracket on Zoom. Teams buy tickets to participate and you can sell lifelines (e.g., 5 seconds to look up answer, ask a friend) to raise extra funds.

SPIRIT WEEK OR DRESS UP DAY

Choose a theme for a day or use this highschool throwback for a full week of virtual fun! Have employees dress up at home and post photos on social media to spread awareness about United Way and the campaign. Talk about some funny Zoom meetings! Be sure to include a hashtag!

DO GOOD CHALLENGE

Have your CEO set the tone by performing a good deed like a virtual volunteer opportunity and then tagging a colleague to follow the lead. Then, that colleague tags a co-worker to do something good for someone else, and so on.

FIT FUNDRAISING

Host a virtual run, social distancing golf tournament, free throw contest or jump rope contest. Have participants submit videos and scores and give a prize to the winner. These are all fun, easy and healthy ways to contribute to United Way.

AGENCY IMPACT TOURS

Encourage your employees to sign up for a virtual impact tour to learn more about the United Way Impact and see their dollars at work.

TALENT SHOW

Host a virtual talent show on Zoom and learn about the secret talents your employees have. You can also host online galas, open mic nights, dance parties or other entertainment events.

EXECUTIVE COSTUME CONTEST

Employees vote with their dollars for the executive they'd most like to see in a costume (e.g., pink bunny). The "winning" executive dresses up for a companywide Zoom call to announce the amount of money raised through the campaign.

LUNCH

Food always draws a crowd. Buy lunch and sell tickets to staff to participate. Show a United Way video to educate employees on the impact they are making.

ONLINE AUCTION

Offer a chance to win donated items, such as weekend use of a management leased vehicle, virtual lunch with an executive, sports collectibles and more.

ONLINE LEARNING ACTIVITIES

Find professional volunteers or colleagues to teach employees new skills, like cooking or flower decorating.



Below are some additional ideas you can implement in your company!

1. **Cooking Lesson** – Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.
2. **Host a volunteer activity** for coworkers to learn how donations make a difference. Visit unitedwayofthevalley.org for more information on volunteering.
3. **Department Challenge** – Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.
4. **Baby Photos** – Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!
5. **Recipe Exchange** – Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.
6. **Team Connect Five/Scavenger Hunt** – this is a fun way to do some teambuilding and learn more about your teammates while in a virtual setting.
7. **Social Distancing Golf Tournament** – this is a great way to still have fun out on the golf course while practicing social distancing that works off the scorecard honor system.
8. **Game on-** Create teams for office Olympics, kickball or a ping pong tournament to encourage friendly competition and boost morale.
9. **Host food-themed events** or cooking contests like a chili cook-off, potluck, or ice cream social. Eating together is a good way to get people engaged.
10. **Hold a special fundraising event** to build camaraderie. Have fun with a bake sale, talent show, or auction.
11. **Sports/Poker Games-** show your competitive spirit. Choose your favorite sport or poker game and get ready for some game day fun.
12. **Wrap Up Party-** have a company celebration to announce dollars raised company wide and celebrate the difference the employees made in their company.

Incentive Ideas:

1. Hold a drawing for everyone who donates or increases gift. Consider offering incentives such as prime parking, coupons to leave early or arrive late, a casual day, a day off, gift cards, lunch with a VIP, or a volunteer service day.
2. Day off for employees who donate a certain dollar amount or increase their gift.
3. Offer a special prize for those who increase their giving by a set percentage or dollar amount.
4. Consider new hire enrollment incentives. Some companies offer a small bonus to employees to be donated to their company campaign. This allows the donor to get started donating. Example- bonus of \$52 to be donated to Company campaign.

UNITED IN THIS TOGETHER

United Way Campaign Virtual Events- How To Guide

- 1) **BINGO** – this is a great way to learn more about our non-profits or just have a little “theme” related virtual fun with your team.
 - a. Choose two facilitators. One to email bingo score cards and read the drawn spaces, another to keep track of the winners and give out prizes.
 - b. Create BINGO cards based on your industry, company, topic, or theme, you can even learn more about our non-profit partners, here is the link to a customized card generator: <https://myfreebingocards.com/bingo-card-generator>
 - c. Choose a virtual platform and email participants the various bingo cards.
 - d. The bingo winners may get prizes and you can even charge participants to play.
 - e. Create teams for even more excitement and the winning team gets a prize or bragging rights.

- 2) **Team Connect Five/Scavenger Hunt** – this is a really fun way to do some teambuilding and learn more about your teammates while in a virtual setting.
 - a. Choose two facilitators. One to read off the item to hunt for and keep score, another to keep time and award squares.
 - b. Create your United Way Connect 5 Card with your company colors or theme.
 - c. Choose a virtual platform to showcase the connect card and create your teams based upon the number of players.
 - d. Participants get 30-45 seconds to find each drawn Scavenger item. You can increase or decrease the time to make the game more challenging or easier.
 - e. The team participant that showcases the item first picks a square to mark off with their team color or name.
 - f. Game continues for as many rounds as needed until one team has five connecting squares across, down or diagonally.
 - g. Each participant on the winning team receives a prize or bragging rights.

- 3) **Sports/Poker Games** - show your competitive team spirit. Choose your favorite sport or poker game and get ready for some game day fun.
 - a. Choose at least two facilitators to help create custom player score cards for the chosen game based upon the number of players.
 - b. Create your United Way campaign event bracket card based upon the number of teams or participants you will have:
<https://www.printyourbrackets.com/tournament-bracket-creator.php>
 - c. Decide what game you will play: Poker, Fantasy Basketball, Football, Hockey, Baseball, or other.
 - d. Choose a virtual platform and how many participants or teams you will have.
 - e. Each player can pay to be able to have first pick in the draft. The player that raises the most or gets the largest sponsor dollars picks first and draft picks continue in the order of most dollars raised.
 - f. The facilitators choose whether the draft picks are score based upon their stats or by a live game or past game season.
 - g. The team or participant with the most points at the end of the season/game wins a prize or bragging rights.

- 4) **Virtual UW Poverty Simulator** – is a great way to learn more about our community needs and why their contribution through United Way each year is so important.
 - a. Have each player pull up the UW Poverty Simulator from the UWCV website.
 - b. Choose a facilitator to help read the instructions and selected scenarios.
 - c. Participants follow the instructor’s directions until they are out of points/money. The participant with most money at the end wins.

- 5) **Social Distancing Golf Tournament** – this is a great way to still have fun out on the golf course while practicing social distancing that works off the scorecard honor system.
 - a. Choose one facilitator to keep up with the players and scorecards.
 - b. Create a uniquely themed scorecard that can be emailed out to the golfers ahead of time.
 - c. Swag bags can be dropped off at the course's Pro Shop for pickup by the players upon arrival for their scheduled green time.
 - d. Determine the golf course site and timeline submission deadline regarding how long players/teams will have to schedule and play their golf game. It can be anything from a week to a year. The more time you allow the easier it will be for the golfers to practice social distancing and select a time on the golf course that best fits their schedule.
 - e. Players/teams must turn in their scorecards to the facilitator before the tournament deadline.
 - f. The facilitator will then announce all scores and the winners once all scorecards have been turned in.
 - g. Prizes or bragging rights can be award to the players/team with the lowest score.

- 6) **Talent Show** – this is a great way to allow your team to show off their hidden talents, learn more about and encourage each other to help build a stronger virtual team.
 - a. Choose at least one facilitator to keep score and host the talent show, or you can have a panel of select volunteers to vote for their favorite performance.
 - b. Each participant or team has a selected amount of time to perform (1 to 5 minutes).
 - c. Attendees or the voting panel can score each performance in a private chat box with the facilitator.
 - d. For more team building ask team members to share what they learned about their teammate and how this knowledge can help to make them a better team.

- 7) **Trivia Game** – this is a fun and creative way to engage your team and have some a great time learning new facts about your company, United Way, your community or topic of choice.
 - a. Choose at least two facilitators to help create select trivia questions that can be uploaded to <https://www.surveymonkey.com/> in advance of your trivia event.
 - b. Participants should receive an email with a link to the created survey.
 - c. One facilitator will host the trivia event and the other facilitator will report on survey results and keep up with the points for correct answers.
 - d. Participants can gain points as they answer the questions correctly and learn more about the selected topic(s).
 - e. The participant or team with the most points at the end of the survey will receive bragging rights or prize.

- 8) **Virtual Fun Run** – this is a great way to work in some physical exercise and raise money for your United Way campaign.
 - a. Choose at least one facilitator to help keep track of runners, their run times, and email out event instructions.
 - b. The virtual run can happen anywhere, anytime within in the selected, allotted timeframe and can done outside or on your favorite indoor treadmill.
 - c. As a fundraising you would have runners seek out sponsors just like they would for a regular tournament.
 - d. The team or runner with the most dollars raised receives a special prize.
 - e. The runner who runs the quickest time (honor system) might also receive a prize or at least bragging rights.
 - f. Company can challenge other companies to participate and raise money for an even more competitive virtual fun run to support their local UW communities.