



United Way of Southwestern Pennsylvania

# ADD FUN TO YOUR FUNDRAISING EFFORTS



Looking for ideas to spice up your campaign? Here's a list of ideas collected from United Ways all over the country. These are meant to be idea starters – your workplace will be able to apply creativity and tailor your own events to fit your company culture.

In today's changing environment more companies are offering their employees more flexibility to work remotely. So despite social distancing, we have provided some creative ways to keep your employees engaged regardless of their work space. Look for the symbol **ONSITE + ONLINE** for ideas you can incorporate onsite or online.

## OFFICE FUN

Not every office can manage to fit a dunk tank in next to the water cooler. Let these ideas inspire ways to loosen up your workplace.

### **ONSITE + ONLINE** LEADERSHIP ENGAGEMENT

One-on-one or group time with a senior manager to learn a unique skill/hobby together. Identify the skills/hobbies in-advance and start the bidding. Do these in person or over your video conferencing platform of choice

### **ONSITE + ONLINE** EXECUTIVE FOR A DAY

Create an opportunity for employees to shadow a senior manager of choice for the day. Hype-up what a day would look like and start the bidding.

### RAFFLE FOR PARKING SPOT

Charge for each entry and hold a drawing every day during the campaign. You can create increased demand by offering reservations during the winter months.

### "NOT MY OFFICE!"

With just 20 inexpensive random items, you can create a buzzworthy event. Employees can purchase Insurance from HR for \$5 to insure that no items can enter their space. Employees pay \$5 to send an item to an uninsured co-workers cubicle. You can also pay \$2 to send it away.

### **ONSITE + ONLINE** WALL OF WINE

Have leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table or on your company's intranet. Employees purchase tickets for \$10 and get to select one of the bottles of wine.

### WHITE ELEPHANT REVERSE

Each department contributes one item to the White Elephant Sale. Other departments bid on items to be placed in the department of their choice. All dollars benefit your campaign. Departments can choose to keep the items or if it is something awful, they can pay to send them to a different department.

## FRIENDLY ATHLETIC FUN

You don't have to be an athlete to enjoy these physical activities. Gather sponsoring pledges and invite guests to judge or participate. These events can be built around the kickoff or final celebration.

### TRICYCLE RACE

Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Have employees "bet" on their favorite contestants to win.

### **ONSITE + ONLINE** STEP CHALLENGE

Log your steps over a period of time to garner support of the campaign. The step challenge allows individuals to track their steps, submit and win prizes for categories like most steps, biggest increase, etc.

### ATHLETIC TOURNAMENTS

Set up equipment on the company lawn or central public space. Charge entry fee and offer prizes. Cornhole, softball, golf and mini-golf are a few of our favorites!

### **ONSITE + ONLINE** VIRTUAL 5K

A nominal race entrance fee would be a donation to support your United Way campaign. Participants can run, walk, treadmill, or bike from any location. Run your own 3.1 mile route, on a day and time that is convenient to you. Use a shared spreadsheet that all participants can access and log their results. Top finishers could win prizes or tickets for a company raffle. All participants could earn company swag or a t-shirt. *Runsignup.com* is also a good tool for all types of races.

## PHOTO FUN

Make no mistake, everybody loves photography. Bring out all of your employee's inner shutterbugs with these photography-based ideas.

### **ONSITE + ONLINE** PHOTOGRAPHER-FOR-A-CAUSE

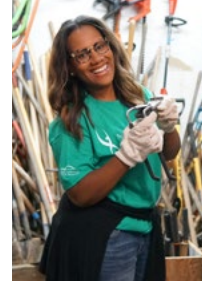
Nominate your company's best photographer. Take photos of your organization's most photogenic people and places. Then advertise and sell prints, explaining that it's all to raise funds for United Way.

### **ONSITE + ONLINE** PET PICTURE MATCH GAME

Some say people look like their pets. Invite employees to try matching pet pictures to pictures of management. Award an incentive to the entry with the most correct answers. Charge employees a set amount for each ballot. Equally fun to play with baby photos as well as interesting, little known facts about individual employees.

### **ONSITE + ONLINE** PHOTO GALLERY

Collect pictures of employees at an agency or engaged in a day of caring. Get photos of employees signing pledge cards or volunteering. Post the photos in a public place.



## COMPETITION FUN

These events have a prize that is awarded through some activity and can create a healthy competition in your workplace.

### ONSITE + ONLINE BRACKET CHALLENGE

Turn any bracket into a fundraiser for United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of United Way. Popular events include fantasy sports, March Madness, professional sports playoffs and Rock, Paper, Scissors (RPS).

### ONSITE + ONLINE POINT SYSTEM COMPETITION

During the campaign develop a point system to encourage participation and a friendly- competition between departments.

For example:

- 6-points for giving during the campaign
- 4-points for increasing gift from last year
- 3-points for donating to the food drive
- 2-point for volunteering during the campaign
- 1-point for attending a campaign event (kick-off, meeting, etc.)

The team that wins the most points will earn a team lunch, half day of PTO, week of jeans, etc.

### ONSITE + ONLINE COMPETITION BETWEEN COMPANIES / DEPARTMENTS / LOCATIONS

Do you have a vendor or a competitor that also runs a workplace giving campaign with United Way? Consider initiating a friendly competition between companies. Most raised? Most participation? Most food donated? The winning company has to provide the other company with a prize (i.e.: hosted lunch, tickets to a sporting event, etc.).

### ONSITE + ONLINE BASKET RAFFLES FOR AUCTION

Gather each department and create themed baskets for a raffle. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Activities for the Kids, Sports Fans, Movie Night, etc.

### ONSITE + ONLINE TRIVIA

Create a trivia competition using company, community or United Way facts.



## JUST PLAIN FUN

These ideas are laboratory-tested to create fun. Let these ideas spark a fundraiser to fit your company's culture and needs.

### CEO EMBARRASSMENT FOR THE CAUSE

Whether it's whipped cream or shaving cream, embarrassing the senior leadership is always a popular activity. Conduct a change for change drive. As a part of the drive, give all of the Leadership Team a bucket with their picture next to it. Any coins add to the total amount and dollar bills take away from total. Leadership that raises the least gets the pie.

### SOAK THE BOSS

Rent a dunk tank and allow anyone who has made his or her pledge to throw a ball to dunk the boss. Contestants get one ball for getting their pledge in, two balls for increasing their pledge, three balls for pledging an hour a month, etc. In lieu of the dunk tank try wet sponges outside or in the cafeteria.

### ONSITE + ONLINE COOKING CONTEST

Invite your colleagues to enter a cooking contest. Each employee pays a nominal fee to participate which will benefit your campaign. Identify volunteer judges, feature ingredients and a theme (dessert, appetizer, fancy main course). Host a 30 minute cooking competition in person or via video. Judges can assign points for presentation, taste or other criteria you determine ahead of time.

### ONSITE + ONLINE ARTWORK CONTEST

Invite employees (and their children/families) to enter drawings of people helping people. Use United Way agency stories to spark the drawings. Post them and vote for the most heartfelt, the best faces, the best use of red, etc.

### ONSITE + ONLINE SPIRIT WEEK

A spirit week has designated theme days all geared around raising spirits and funds for your United Way campaign. Spirit weeks can be handled in a variety of ways; people can pay \$1-\$5 for the ability to wear jeans on a typical workday, or in a virtual world, employees can earn points or raffle tickets by submitting a photo of themselves with the theme item of the day. Spirit Day themes could include, but are not limited to, Pittsburgh sports jerseys, company t-shirt, plaid shirt, company colors, stripes, funny hats, polka dots, concert t-shirts, alma mater sweatshirts, holiday sweater, etc. Each day provides an opportunity for the participant to show their support for giving to the United Way.



For more ideas, contact your United Way Corporate Relations Manager or visit [uwsdpa.org/running-a-campaign](http://uwsdpa.org/running-a-campaign).

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