



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. We have provided some creative ways to keep your employees engaged regardless of their work space. Look for the **ONSITE + ONLINE** symbol 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

CAFFEINE CART

Stock-up on coffee, tea and snacks to cart around the office to your staff. It's a fun, convenient way to keep your team energized. (It's also a nice mid-day treat!)

"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.

FITNESS 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 FITNESS CHALLENGE

Log your active minutes over a period of time to garner support for the campaign. The fitness challenge allows individuals to track their activity, submit and win prizes for categories like most steps, most creative fitness activity, group activities, fitness around town, 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

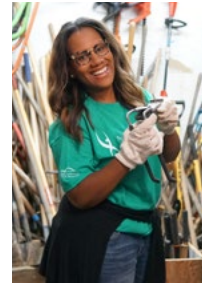
Nominate your company's best photographer. Take photos of your organization's most photogenic people and places. Then advertise and sell prints, explaining that it's all to raise funds for United Way.

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 UNITED WAY CHALLENGE

During the campaign, develop opportunities to earn points towards prizes like a team lunch, half day PTO or a meal with an executive. Friendly competition between departments can boost participation. Earn points by pledging towards the campaign, increasing their gift, donating to a collection drive, volunteering or attending a campaign event.

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.).

BASKETS FOR AUCTION

Gather each department and create themed baskets for an auction. 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. You could even invite a professional chef to provide a demonstration.

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 Engagement Manager or visit uwsdpa.org/running-a-campaign.

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