



United Way of Southwestern Pennsylvania

YEAR-ROUND FUNDRAISING EFFORTS



Create excitement around your United Way campaign by adding activities, games, and incentives. Incorporating fun can not only raise additional funds, but many activities have a positive impact on team development and employee morale.

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 engage your workplace.

ONSITE + ONLINE LEADERSHIP ENGAGEMENT

Incentivize one-on-one or group time with your CEO or a senior manager. Identify a topic to discuss centered around United Way or a business topic. Leadership will recognize your passion for bettering our community.

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!)

ONSITE + ONLINE LUNCH WITH LEADERSHIP

Pay to have brown bag lunch with a group of other employees with office leadership. Or try "5 for \$5" or "\$10 for 10"- employees have an opportunity to meet virtually or in-person with leadership to ask 5 questions for \$5, or 10 for \$10. This provided employees with the opportunity for leadership exposure and professional development.

PENNY WARS

Get your change ready! Start a Penny Wars competition between two or more groups using pennies, silver coins, and dollar bills. Each cent is worth one point, counting to your final total. However, those you're competing against can add other coins and dollar bills to subtract from your total. Those with the most Pennies at the end of the competition wins!

FOOD TRUCK EVENT

Invite local food truck vendors to your offices during lunch hours for all employees to enjoy. Donate a portion of food sales proceeds to United Way as a part of your campaign efforts.

WORK CARNIVAL

Display several fun throwback activities (think dizzy bats, darts, bobbing for apples, etc.) for employees to participate, nominating themselves or others to join in on the fun.

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. 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, PTO or a meal with an executive. Friendly competition between departments can boost participation. Earn points by pledging on the first day of campaign, increasing their gift year-over-year, 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 items collected? The winning company has to provide the other company with a prize (i.e.: hosted lunch, tickets to a sporting event, etc.).

ONSITE + ONLINE 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. Kahoot and other trivia platforms are interactive and fun across multiple offices and locations.

ONSITE + ONLINE BINGO

Everyone loves BINGO, right? Set an amount to purchase and participate per card and get playing! Coordinate as an annual day/time activity each week for 15-30 minutes.

Special Event Online Tool

Keep the creative and exciting activities around your campaign efforts going and let United Way's Special Event Online Tool make cash collection easy and efficient. No more having to collect and keep track of cash! This customizable digital tool will also track attendance/participation. Ask your United Way manager for more details!





FITNESS FUN

These events can be built around the campaign kickoff, volunteer activity or final campaign celebration wrap-up.

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!

PHOTO FUN

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

ONSITE + ONLINE PET PHOTO CONTEST

Some say people look like their pets. Invite employees to try matching pet pictures to pictures of their co-workers. Award an incentive to the entry with the most correct answers. Pay to register your pets while other pay to vote. 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 a United Way event or volunteer activity. Post the photos in a public place or on social.

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.

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.

ONSITE + ONLINE COOKING CONTEST/POT LUCK

Invite your colleagues to bring an item for all to enjoy. 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 virtually. 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 the color, 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, 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 swag, 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.



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For more ideas, contact your United Way Corporate Engagement Manager
or visit uwsdpa.org/running-a-campaign.