

## United Way Campaign Event Ideas

Incorporating fun and creative activities into your campaign keeps people energized and helps promote awareness of United Way and workplace giving. If you're looking for new ways to add life to your campaign, below you will find a list of activities suggested by a variety of companies and organizations over the years.

### To get the most out of your events:

- **Think of these activities as both a social and educational opportunity.**
  - Encourage staff and coworkers to have fun as they learn about key community issues and what United Way is doing to help solve them
- **Know your company culture, staff and schedule and go with what works.**
  - Some of the things on this list will not be a good fit for your workplace
  - Scrap and adapt as needed
- **Run all potential event ideas past your United Way Campaign team and be sure to get approval from any and all necessary parties.**
  - Especially in the case of head shaving and pie throwing 😊

### 12<sup>th</sup> Man Tailgate Party

Use a Seahawks theme to coincide with football season (The NFL loves United Way!). Host a tailgate party in your break room or parking lot with food for sale. Offer auction/raffle prizes like team t-shirts, hats, flags and jerseys.

### Art Contest

Ask employees to have their kids draw what helping others means to them. Employees vote for the best drawing by paying to vote or purchase the pieces. If appropriate, display the winning portraits as a part of your company's permanent art collection. *Event Variation:* Have employees submit photography, drawings, paintings, poetry or other art depicting people helping others. Colleagues can pay a fee to vote for or purchase their favorite artwork.

### Auction

Ask employees and or local businesses to donate items or services for the auction. Host it online or in person in a break room or other onsite location. Consider a *Buy It Now!* option for buyers who are willing to pay extra to make sure they win.

### Baby Picture or Pet Match Game

Invite employees to try their luck matching baby and/or pet pictures to staff, coworkers and management. Award winners with prizes or other fun incentives. Charge a small fee for employees to vote.

### Basket Blitz

Employees donate a themed gift basket to raffle off in the office. This can be anything from movie night to spa treatments to gourmet coffee to pet care. Sell raffle tickets for individual items or host it silent auction style.

### Book/Video/Music Sale

Employees donate their old books, movies and music for sale. If you've got a retro crowd, throw in classic magazines, albums or even 8-track tapes! (If you don't know what 8-track tapes are, congratulations! You're still young.)

### Bowl-A-Thon

Employees pay an entrance fee to participate in a bowling event. Give each participant a pledge sheet in advance to use when asking employees for support. Encourage fans, fun, and enthusiasm.

### Car Wash by Manager

Employees donate to have their car washed by a manager in business clothing. Be sure to charge extra for special services like cleaning the interior or polishing the rims. Charge for photos of employees watching as the manager washes their cars.

### Casual/Jeans Day

Sell Casual Day coupons to employees, allowing them to wear jeans or other casual clothing for the day. Consider offering Specialty Shirt Days where those with coupons get to wear jeans and a shirt appropriate for that day's theme. Consider company swag day, retro fashion looks or sports themes-- perfect for entering into Seahawks season!

### Chili Cook-Off Contest

Employees cook their favorite chili recipe and enter it into a cook-off contest. This activity can also add 'spice' to a company picnic or other event. Charge participants to vote for the top chili cook, who will win a fabulous prize-- along with the glory of being the official Chili Champ.

### Comedy Hour

Invite local comedians or hilarious colleagues to amuse employees during the lunch hour. Employees buy tickets to attend Comedy Hour, with all proceeds going to United Way.

### Community Fair

Arrange for nonprofit organizations to set up information booths at your work site. Try a carnival theme with free hot dogs, soda, and popcorn. Include games or raffles and charge for tickets, or give tickets to individuals who stop by the nonprofit booths. Employees will learn about important work in the community while they have fun. Alternate idea: Travel the world theme. Give each employee a "passport" and have them get it stamped at each nonprofit booth they visit. Enter all completed passports into a grand prize drawing.

### Company Coupons:

Create your own company coupons for things like casual day, extended lunch hour, or an extra coffee break. (See your Campaign in a Flash for templates.) Sell the coupons individually or use them as incentives for turning in donation forms, increasing donations, or participating in United Way meetings and activities

### Company's Got Talent Karaoke Contest

Employees pay a small fee to nominate coworkers or supervisors to perform karaoke songs during lunch. Offer nominees the opportunity to buy their way out of performing. Offer closet singers the chance to buy their way in.

### Craft/Bake Sale or Auction

Employees jump into the holidays by shopping at a craft and bake sale. This popular activity gives everyone a chance to share their hobbies and special talents while raising money for a great cause.

### Employee Cookbook

Collect and group recipes and helpful household hints into a customized cookbook. Have employees include photos or kid art to use as illustrations. Sell the cookbooks throughout the campaign— or all year long.

### Employee Guessing Events and Fun Facts

Have employees guess:

- The company's grand total given to the community
- Community facts and figures (graduation rate, etc.)
- The amount of candy or other items in a jar
- Fun facts about managers or coworkers

### Executive Prison

Transform an office or other area into a jail cell and round up your prisoners. "Arrest" managers and executives and allow them to bail themselves out with a donation or ask staff members to contribute. Offer staff and employees the opportunity to match that donation to keep their boss in jail. All bail proceeds go to United Way.

### Family Favorite Recipe

Now is your chance to show off that famous pumpkin pie recipe you keep talking about! Offer to sell a coveted family recipe to interested employees. Tempt them first with little bite sized pieces for samples. This can be paired with the bake sale or company cookbook ideas.

### Hair Loss for the Boss

Does your CEO have a signature goatee, beard, mustache, ponytail, bun, mohawk or other hairdo? Perhaps they would consider letting it go for the right price. Set a challenging campaign goal that, if reached, will result in a new look for the boss. Stretch goal ideas include 100% participation, 20% increase in total dollars, and doubling the number of donors or leadership givers.

### Halloween Pumpkin Carving Contest

Plan a Halloween themed event and hold a pumpkin carving contest. Employees buy pumpkins for their families, their staff or to use in the carving contest. Charge fees to enter the contest and to vote for the winners.

Award prizes in various categories; here are some examples:

- Best traditional pumpkin
- Most creative pumpkin
- Scariest pumpkin
- Best effort by a group

Throw a Halloween party to end your campaign.

### Health Events

Each department in your organization hosts a special event that will raise money for the community and better the health of employees at the same time:

- Yoga classes
- Lunch and Learn sessions on various health and wellness topics
- Stress reduction classes
- Personal trainer consultations
- Nutrition information
- Quiet meditation area

Charge a fee to attend classes and sessions.

### Ice Cream Social

Offer employees the opportunity to buy ice cream treats or build their own Sundaes during breaks and lunch hours. Offer a variety of toppings and charge extra for the works. If you have a large facility, send an ice cream truck, cart or vendor around to various departments.

### Laugh Olympics

Employees compete in crazy "athletic" events for silly prizes like tricycle races or an office chair obstacle course.

Participants pay a fee and sign a waiver in order to enter. Observers place bets on their favorite entrants. Everyone laughs united.

### Lunch Auction

Different departments donate lunches to auction off every day for a week. Employees call (or email) in their bids.

### Muffin Morning

Start your morning off right—with coffee and muffins. Have employees pay for to have someone deliver coffee and muffins to their desk or work station.

### Nacho Fiesta

Plan an afternoon to sell nachos and festive mock-aritas (Salsa dancing optional).

### Pie in the Face

Find good natured managers who are willing to take a pie to the face for a great cause. Use shaving or whipping cream to fill the pie plates, and charge employees \$10 to gently pie their boss in the face. Allow participants to wear safety glasses and use plastic garbage bags to contain the mess (\*\*Non-carpeted area recommended).

### Spelling Bee

Let's face it, with spellcheck and auto-correct, we've all lost some of our spelling skills. Host an in-house spelling bee to see who has still got it. Words can be super easy, somewhat difficult or ridiculously hard. Gallery observers pay to watch and/or place bets on their favorite participants. Present the winner with a special award. Variation: Trivia bee!

### Sweet Kickoff Rally

Create stickers with mailing labels that incorporate United Way themes and/or clever candy puns. Put the stickers on various candies and distribute at your kickoff. Alternative ideal: host a kickoff bake sale to get a sweet start to your campaign and showcase employee talents.

### Ticket Giveaway/Gift Certificates

Use tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives for employees who meet the challenge of pledging a certain dollar amount. In addition, enter the names of all employees who turn in a signed pledge form into a special drawing for one or more prizes.

### Vacation Days

Allow employees to "buy" a vacation day or earn various amounts of PTO time for giving at certain predetermined levels. (\*\*Check with management of course.)

### White Elephant Sale

Employees donate unique "white elephant" gifts that others can buy at affordable prices. This can be done in conjunction with a community fair, or craft/bake sale.