

SPECIAL EVENTS

Putting the *fun* in fundraising

Special Events are a fantastic, low-cost way to raise awareness, infuse your workplace with energy, and boost employee morale. They certainly help raise money, but they also build excitement and momentum for your annual United Way workplace campaign.

Get the wind in your sales

These events are great fun and add a great deal of energy and excitement to any campaign. They also boost awareness, and bring staff together to work on projects that help them get to know each other better and share skills and interests in ways that help make our community better at the same time!

There are hundreds of innovative ways to raise awareness and create excitement about the United Way campaign. **Here's a handful of proven special events that you'll enjoy:**

Time, Talent or Treasure (Silent or Live Auction)

We've all got special talents we can share, time we're willing to give, or a treasure someone else might enjoy. Why not hold a United Way Time, Talent or Treasure Auction and put them all to good use? The Triple T Auction is a fantastic team-building, morale boosting event, and a great way to create change for our community. Encourage everyone to donate. There are two ways to have the auction: employees write their bid on a bidding sheet (silent), or invite a Guest Auctioneer and have everyone bid (live) and watch the competition heat up!

Bake / Book Sale

Ask employees to bring in a tray of their favourite brownies or books from their shelves and have a one-day sale with proceeds to United Way.



From the Top

One of the greatest contributors to a successful workplace campaign is the active involvement of senior management. Here are a few popular and time-tested ideas that bring everyone together and have some real fun at the same time!

BBQ Lunch or Breakfast

Executive Chefs serve breakfast or lunch to kick off your campaign.

Lip Sync Challenge

Executives and staff compete to earn the title of best performance.

Dunk Tank

Employees pay a small fee to dunk their favorite executive!

Jail & Bail

Employees pay a small bail to free their favorite executive from "jail"! Advertise all proceeds to United Way.

Pie Throwing Competition

Pay to throw a pie in your favorite executive's face!

Shoe Shine

Executives shine shoes in exchange for a small donation.



Offer Incentive Prizes

Incentive prizes can be used to motivate employees to participate.

Day Off with Pay

Employees are entered to win additional vacation days.

Executive Parking

Employees are entered to win the use of a prime parking spot close to their building.

Lunch with CEO

Opportunity knocks: an hour of open & honest conversation.



Peer to Peer

You've probably made a donation to support a friend or family member participating in a special event to raise money for an important cause. Or maybe you've run, walked, biked or baked for a cause yourself?

Now you can bring your passion for making a difference and the excitement of a special event to your social network or your workplace, and raise money to help change people's lives through United Way.

United Way's customizable, online fundraising software can help you take a new or existing concept and make it an incredible fundraiser.

For more information, visit www.fmwbunitedway.com



Let the Games Begin

Mini golf in the lobby, a company-wide spelling bee, Wii Olympics. Sounds like fun already, doesn't it? Your co-workers will think so too!

Be sure to ask your Sponsored Executive how some games or events can be excellent campaign fundraisers through free peer-to-peer fundraising software provided by United Way. Peer to peer events can attract many new donors in your workplace, allows you to engage groups beyond your workplace (like vendors, partners, friends, family and neighbours), and can build public awareness of your organization's community involvement!



Bowling*

Spend an evening with your colleagues while Bingo Bowling.

Carnival / Mardi Gras

Employees pay to play a variety of games with proceeds to United Way.

Car Race / Horse Race

Build a large display of a racetrack with cars or horses representing each department. Cars/horses will advance around the track as dollars and participation rates increase in each department.

Crossword Puzzle

To create awareness, generate a crossword puzzle using clues and answers from United Way's website. Award fun prizes to the person who answers all questions correctly.

Office Olympics or Mini Golf

Schedule noon hour events each day during your campaign to promote team spirit and encourage inter-departmental competition. Charge a flat fee per team and donate proceeds to United Way.

Piggy Bank Challenge

Groups decorate piggy banks, then have a best dressed pig competition or fattest pig with the most dollars. Piggy banks are then used for employees to drop-off their change during campaign. Alternately, have collection jars beside cash registers or vending machines and collect donations all year long.

Scavenger Hunt / Amazing Race*

Schedule during the noon hour or for a few hours to promote team spirit and encourage inter-departmental competition. If getting out of the office is tough, online scavenger hunts are great fun too. (You can use United Way's website, Community Investment Guide or agency partners' websites for clues.)

Spelling Bee

Employees versus Management! Use United Way words (messaging, agency names, etc), to create awareness and promote team spirit.

Talent Show / Karaoke

Encourage employees to compete for the title of "Workplace Idol." Executives or local celebrities can guest judge.

Ugly Sweater Day / Ugly Tie Day

Employees vote on their favourite or "ugliest" item.

Video Game Tournament

Individuals or teams pay to play faves like Guitar Hero, Rockband and Wii Olympics. Teams can dress the part.

**A great peer-to-peer campaign fundraiser!*

Hint!

To really get the competition going, try playing department versus department!



The Taste of Success

Tell your co-workers to skip the brown bag for the day, and try one of these delicious events to get the team together. Food is always a winner!

Coffee Cart

Executives or Canvassers hand out free coffee and/or donuts as they distribute pledge forms and brochures. This event is great for workplaces that employ shift workers or those who can't leave their desk for traditional events.

Pizza Night

Free pizza for the 2 am shift. Invite an Agency Speaker to attend and raise awareness (yes, even at 2 am!).

Potluck Lunch

Discover your co-workers' favourite dishes and promote team spirit!

Chili Cook-off

Co-workers compete for bragging rights for best chili recipe! Charge a small fee per bowl and include rolls for lunch.



Pay to Play

Create perks at work for employees who participate in the campaign.

Casual / Jean Days

Charge \$1 – \$2 to wear jeans on Friday or make it free when you return your pledge form. "I'm dressed this way for United Way" stickers easily identify participants. One very popular idea is to have a "support day," where once per week employees can wear their Bomber, Jets or other team jersey to work for a nominal fee. Some workplaces keep this running year-round!

Dress Up Days

Wear RED for United Way or dress according to a specific theme to build energy and excitement. Offering free admission or charging a minimal fee for special events is a great way to ensure employees still have the financial capacity to support the annual campaign and help you reach your pledge goal.

