



YEAR-ROUND FUNDRAISING EFFORTS

Create excitement around your United Way campaign by adding activities, games and incentives. Incorporating fun can raise additional funds and positively impact team development and employee morale.

Explore creative ways to keep employees engaged in any workspace. Look for **ONSITE + ONLINE** ideas that can function both in person and remotely.

OFFICE FUN

Not every office can manage to fit a dunk tank next to the water cooler. Use these ideas to inspire engagement opportunities that fit your workplace.

ONSITE + ONLINE BASKETS FOR AUCTION

Gather each department and create prize baskets for an auction. Theme ideas include backyard barbecue, wine lover, beer lover, activities for kids, sports teams, or movie night.

CAFFEINE CART

Stock a cart with coffee, tea and snacks and deliver them to your staff. It's a fun, convenient way to keep your team energized and makes for a great midday treat!

FOOD TRUCK EVENT

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

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 business. Leadership will recognize your passion for bettering our community.

ONSITE + ONLINE LUNCH WITH LEADERSHIP

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

PENNY WARS

Get ready to make some change! Start a Penny Wars competition between two or more groups using pennies, silver coins and dollar bills. Pennies and dollar bills add points to your team's score, while nickels, dimes and quarters are used to subtract points from other teams. Each cent equals one point, and the group with the most points wins.

PIE-IN-THE-FACE

Collect cash donations to pie an executive leader in the face. Set up individual collections for multiple leaders, and the person with the most money raised gets pied in the face.

WORK CARNIVAL

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

COMPETITION FUN

These events have a prize aspect and can create healthy competition in your workplace.

ONSITE + ONLINE BINGO

Everyone loves Bingo, right? Charge participants a set price per card and start playing! Coordinate this activity as a recurring event for even more fun.

ONSITE + ONLINE BRACKET CHALLENGE

Turn any bracket into a fundraiser for United Way. Popular events include fantasy sports, March Madness, professional sports playoffs, and office rock-paper-scissors tournaments.

ONSITE + ONLINE COMPETITION BETWEEN COMPANIES/ DEPARTMENTS/LOCATIONS

Do you have a vendor or competitor that also runs a United Way workplace giving campaign? Consider starting a friendly competition! Winners can be determined by metrics such as dollars raised, participation rate, or items collected. The losing company provides a prize for the winner, such as a hosted lunch or tickets to a sporting event. Do you know a company that isn't currently affiliated with United Way? This is a great opportunity to introduce them to our work!

GUESS THE NUMBER

Fill jars of all sizes with random items and ask employees to guess how many are inside. The person with the closest guess gets a prize (and keeps what's in the jar!)

SCAVENGER HUNT

Hide items around the office and provide attendees with clues to the items' locations. Whoever finishes with the fastest time wins!

ONSITE + ONLINE TRIVIA

Create a trivia competition using company, community or United Way facts. Use platforms like Kahoot! for interactive fun across multiple locations.

ONSITE + ONLINE UNITED WAY CHALLENGE

During the campaign, develop opportunities to earn points towards prizes like a team lunch, paid time off, or a meal with an executive. Earn points by pledging during the campaign, increasing gifts year-over-year, donating to a collection drive, volunteering or attending a campaign event. Make this a friendly competition between departments to incentivize participation.



FITNESS FUN

These events can be built around the campaign kickoff, volunteer activities or campaign wrap-up celebrations.

ATHLETIC TOURNAMENTS

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

ONSITE + ONLINE FITNESS CHALLENGE

Log your active minutes over a set period to garner support for the campaign. Individuals track and submit their activity to win prizes for categories like most steps, most creative fitness activity, and group activities.

OFFICE OLYMPICS

Create multiple competitions in and outside the office, Olympics style. A medal ceremony awarding recognition to the winners concludes the competition.

PHOTO FUN

Bring out all employees' inner shutterbugs with these photography-based ideas.

ONSITE + ONLINE PHOTO CONTEST

Test your skills by matching photos or fun facts to your coworkers! Use baby photos, pet photos, favorite travel destinations or other memorable moments to create a fun guessing game. Award a prize to the participant with the most correct matches, and recognize favorites such as cutest pet, funniest photo or most surprising fact.

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 media.

Special Event Online Tool

No more keeping track of cash! Keep your campaign activities going and let United Way's Special Event Online Tool make cash collection easy and efficient. This customizable digital tool will also track attendance, participation and real-time reporting. Ask your United Way manager for more details!



JUST PLAIN FUN

These ideas are engineered to create maximum fun. Use them as inspiration for a fundraiser that fits your company's culture and needs.

ONSITE + ONLINE COOKING CONTEST/POTLUCK/BAKE SALE

Invite your colleagues to bring an item for all to enjoy. Employees pay a fee to participate, benefiting your campaign. Identify volunteer judges, featured ingredients and a theme, such as appetizer, main course or dessert. Host a 30-minute cooking competition in person or virtually. Judges can assign points based on factors such as presentation and taste. You could even invite a professional chef for a cooking demonstration!

EMPLOYEE APPRECIATION

Create an activity where employees can express appreciation for other members of the team by writing letters, decorating offices or sending a candy gram.

OFFICE MINIATURE GOLF

Create a putt-putt course in the halls of the office. Pay to play the circuit and see who can achieve the lowest score.

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 pay \$10 to select a bottle of wine.



For more ideas, contact your United Way Corporate Engagement Manager or visit uwsdpa.info/start-a-workplace-campaign