United Way of Johnson & Washington Counties
Employee Campaign Special Events

Finding the right tool to pull off a virtual campaign or fundraising activity can be tough, but we have compiled some resources to get you started!

VIRTUAL EVENTS

BABY PHOTOS Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!

CANDY COUNT Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

CHARCUTERIE/CHEESE BOARD WORKSHOP Sell tickets for a culinary adventure walking each participant through creating their own cheese/charcuterie board and pairing food with wine. Give tips on portioning, picking the perfect cheeses, recommendations for pairing complementary textures and flavors. Take pictures and vote on whose board looks the most delicious. Do not forget seasonal ingredients!

COMPANY “CRIBS” Charge a donation for a virtual tour of coworkers’ homes, gardens, cool office set-ups, blinged-out BBQ areas, or interesting collections.

COMPLIMENT GRAMS Design notes of thanks or congratulations for co-workers to buy and send to each other.

CUTEST PET CONTEST Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

COLORING BOOK Create themed coloring pages by company or community which can be distributed with a request for a donation. Example: https://www.quinnevans.com/news/qe-coloring-book-project-pipeline-mi

COOKING lessION Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.

DEPARTMENT CHALLENGE Challenge internal departments with prizes for the most United Way campaign donors, the highest increase in average gift, or first department to complete donations.

DRESS UP DAY Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of quarantine-comfy clothes!

"GIVE IT UP CHALLENGES" where folks eat a grilled cheese sandwich (for example) at home and donate the money they would have spent if going out to eat.

HOME DATE NIGHT RAFFLE Enter to win gift cards to GrubHub/local restaurants and Red Box. Maybe add a delivery from a local winery or brewery, too!
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HOST A HOUSE PARTY using the HouseParty app which comes embedded with games.

LUNCHTIME BINGO Send Bingo card documents and call numbers via Zoom. Charge for each card and offer a prize for the winners.

MENTORSHIP AUCTION Bid out or raffle a virtual coffee chat with C-level executives.

MIXOLOGY EVENT Have a local bartender conduct a Mixology class. Set a fee to enter and make sure to provide a supply list for participants prior to the event.

ONLINE AUCTION where folks donate handmade items, goods and services, home cooked meals, special books, etc.

POWER POINT TRIVIA over Zoom.

POWER POINT TRAVELOGUE over Zoom sharing stories and photos from fun vacation(s)… especially since we are kind of stuck right now.

PHOTO SCAVENGER HUNT Either virtually through the GooseChase app or by sending a manila envelope packet of the same 40 photos, choose varying “points” depending on how far they are from the packet pickup location and how hard to find. When you find a location, you take a silly photo there (optional from vehicle) and check it off the list. It can end up being super competitive (set a time limit) and you can spot other friends in their vehicles (who you have not seen in person for a while).

RECIPE EXCHANGE Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.

SPECIAL DELIVERY Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner (wave and door drop only, please).

SPIRIT WEEK Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day…you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.

TALENT SHOW Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy or have a special hidden talent. Charge “admission” to view, and vote on the winners with an extra donation.

TIKTOK CHALLENGE Senior leaders offer to make TikTok videos if company fundraising goals are met or between departments as a competition (dept. leader with smallest % of fundraising goal makes TikTok); the virtual equivalent of doing a dunk tank or other fun in-person activity.

VIRTUAL VACATION Have people submit their favorite vacation photos and a brief description for a virtual tour around the world. Charge “travel fare” to view. As an added bonus, offer a drawing for a timeshare or vacation home rental for use at a later date!
VIRTUAL TALENT SHOW Company offers for employees to sign up for a Zoom talent contest. The entrants would have to pay a certain amount to participate. Employees that do not want to participate but would like to watch pay a higher amount. The company finds a panel of three judges. This could be outside individuals, senior employees, or anyone else with the company.

Virtual Run/Walk 5K/10K or MORE! Select a distance, and have employees sign up and pay a registration fee. This can be done as individual employees or as teams. Create a time frame for employees to run/walk the race at their home or workout center, have each employee log their distance, time and category (i.e. age, department, etc.). After the virtual race, provide finisher's medal and give recognition to the winners in each category.

HYBRID EVENTS- SOMEWHERE IN THE MIDDLE

BOOK, VIDEO, CD, DVD SALE Employees donate their old books, videos, cassette tapes, CDs and DVDs for an employee sale. Sell paperbacks for $1, hardbacks for $2, cassettes and videos $3 to $5, and CDs and DVDs $5 and up.

WALKING TACO SALE Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

WHITE ELEPHANT SALE Allow employees to bring funny items to be displayed on a co-worker’s desk for the duration of the campaign. They can pay to move the items to another worker’s desk, otherwise the items remain in place during the entire campaign.

ETO (EXTRA TIME OFF) GOODIE BAGS Assemble and sell bags of goodies. In each bag include a slip of paper with a message. Some messages include a —Congratulations you won 4 hours of extra time off. Some messages say —Sorry, you didn’t win extra time off, please play again.

HOST A COMMUNITY NIGHT Partner with a local resteraunt for a take out night. Encourage your employees to order dinner from the resteraunt and the resteraunt will support heir community by donating a % of the evening’s sales. Possible partners could include Hudsons, Shorts, Freddies and many more!
United Way of Johnson & Washington Counties’ Employee Campaign Special Events Continued

THE CLASSICS – IN PERSON

While COVID-19 has changed a lot of workplace environments, we understand that many teams are still working in the office. Because of this, we wanted to share some classic fundraising ideas that you can modify for your needs. Please remember to always prioritize the health and safety of your team while fundraising.

TAILGATE PARTY Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

CHILI COOK-OFF Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

SPARE CHANGE JARS Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments.

SPELLING BEE Hold a spelling bee and charge an entry fee. Have galley observers place bets on their favorite participants.

HAUNTED CUBICLE Offer the opportunity to “lease” an empty office or cubicle space that employee teams can decorate. On the final day of the campaign, have employees vote on the best cubicle space by donating to the one they like the most.

OFFICE OLYMPICS Have a plaque, medal, or stuffed animal as an incentive for the department that wins the highest per capita giving award or raises the most money at a particular fundraiser. They keep said item until next year’s campaign.

EXECUTIVE DUNK TANK Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the “dunk” button. Participants pay extra to add a bag of ice to the dunk tank water.

EMPLOYEE 5K FUN RUN Have employees and family members participate in an informal 5k run/walk and charge a fee with all proceeds going to your campaign.

Don’t Forget to Offer “I Am UNITED” Shirts!

Show your support with your own “I am United” shirt.

With every purchase, $5 will be invested in our communities through the United Way.

Get your whole team to order theirs today! Visit HERE!