



## Special Events

Generating excitement and bringing employees together is an important part of a campaign. Even when employees are working virtually, this is a great time for fun interactions between colleagues. Now is the time to flex your creative fundraising muscle! Here are a few event ideas to get you started:

### Challenge-Style Events

Create some excitement in your workplace and draw up challenges or a competition with your peers. Challenges should have a level of difficulty associated- people are more likely to sponsor you to run a 5km vs. walk around the block. Talk to United Way about an online tool that can be used to collect donations from colleagues, family and friends.

You can choose to fundraise for challenges in different ways:

- 1-week food bank challenge
- Recruit a senior leader in your organization to commit to eating meals that consist only of food available at a foodbank.
- Out of the cold challenge
- “A-thon” type of event
- Play video games, board game, lawn games, etc. for 12-hours straight

### Health & Wellness Events

Keeping healthy is an important priority for all of us. Team up with your health and wellness committee to run an event together. They might have some budget to use for prize incentives, or to make a gift directly to your fundraising event.



## Health & Wellness Events

- Run/Walk/Roll
  - Set a course and have staff compete the event at a distance
- Creative fitness
  - For example, for every \$10 raised, you commit to...
    - Push-ups, sit-ups, squats, jumping jacks
    - Km on your indoor fitness equipment
    - Dancing/hiking/swimming
- Create/sell a collaborative healthy-eating cookbook with recipes from colleagues

## Other 'Physically Distanced' Event Ideas

- Online galas, open mic or talent show events
- Enlist entertainment, dress up (or wear your PJ's) and enjoy the evening!
- Add on an online auction or bidding activity for additional revenue
- Virtual trivia
- Master Chef event– cook meal and deliver to highest bidder/employee gift within the hour
- Virtual learning activities (e.g. paint nights, cooking classes, floral design, other creative activities)
- Virtual escape rooms
- Drive-in movie night (from 2-metres apart!)

## Contests

\*Please contact the Alcohol and Gaming Commission of Ontario (AGCO) for contest rules & regulations, raffle permits, etc.



## Contests

- Online auction
- Raffles (gift baskets, day(s) off), 50/50 draws
- Local goods/Gift card Survivor
- Online Bingo tournament

## Promoting your Fundraising Event

A simple way to promote your peer-to-peer fundraising events is by utilizing your organization's social media! Here are some tips and tricks to help you reach your fundraising goals leveraging your social media:

- Social media/digital communications platforms: Instagram, Facebook, Twitter, TikTok, LinkedIn, E-mail- don't be hesitant to use the story function!
- Always include your personal fundraising page link and add it to the bio on your profile
- Include enticing pictures to catch people's attention in their social feeds
- Be mindful of your tone depending on the social media platform (casual on Instagram vs. professional on LinkedIn)

## Non-Traditional Fundraising

Now is also an exciting time to think outside the campaign box! Are there opportunities for funds outside of the Employee Giving campaign at your workplace?

- Sponsorship - ask your UW Staff Partner for a Sponsorship Package to see which opportunities resonate with your company
- Are there cost savings from your workplace available that otherwise would have spent on such things as in person events, meetings and catering?



## Non-Traditional Fundraising

- Does your company provide a match for employee volunteering? If not, could this be an opportunity?
- Consider a digital point of sale campaign/portion of your company's sales to encourage online sales/interactions and show your customers that you're a caring company!
- Bottle Drive / Scrap Metal Collection / Hazardous Waste Collection- Donate the refund you receive from recycling to your United Way campaign!
- Use gifted items from vendors, suppliers, law firms etc. for incentive prizes or online auctions to boost funds. Or, request event sponsorship, financial donation, or in-kind donations from them toward your campaign.
- Request a donation to UW in place of payment for use of your property/services. (Ex. film company uses property and makes a donation to UW in exchange for use of land)
- Does your workplace have internal employee surveys? Encourage employees to complete the survey by incentivizing a donation given at \$X amount for participation.

## Questions?

If you have any questions or need support in planning your campaign please connect with us [uw@unitedwayem.ca](mailto:uw@unitedwayem.ca).