



CAMPAIGNING CAN BE FUN!

An exciting and creative campaign can be the key to generating enthusiasm and interest among employees. Special events are a great way to add a little pizzazz to your campaign!



United Way
of St. Clair County

VIRTUAL EVENT IDEAS

Check out these imaginative activities that help our organizations boost their campaigns:

- * **Virtual “Chopped” Challenge:** People pay to participate, film themselves receiving their set of ingredients, and film their process using the specified ingredients to make a finished dish.
- * **Crafternoon:** Lead an afternoon crafting class. Materials can be digital or they can be delivered to employees in a contactless manner.
- * **Coronavirus Swear Jar:** Donation of \$1 every time the virus / pandemic is mentioned (outside of necessary discussion).
- * **Find It:** Have staff participate by having a host say an item that could be found in a house. The first person who brings back that item receives a point. Example: Find a wooden spoon - whoever shows their wooden spoon first receives a point. Have a list of 10-15 items and whoever has the most points wins.
- * **At Home Painting Party:** (www.paintingwithatwist.com/pages/twist-at-home) or collect items before the night and make sure all participants have what they need and someone leads the class.
- * **Virtual Bingo:** Create digital bingo cards at <https://myfreebingocards.com> which can be designed and pushed out to individuals with a drawing each day. Winners receive a prize.
- * **Zoom Costume or Room / Office Decorating Contest:** Viewers can pay per vote for their favorite.
- * **Trivia or Riddles Via Email:** (Bonus for United Way-Themed Trivia!)
- * **Guess How Many:** Send pictures out to your employees and have them guess how many (ex. jellybeans, m&m’s, etc.) are in the jar. Employees pay per guess and the winner gets the jar or another prize.
- * **Online Raffle / Silent Auction / 50-50**
- * **Drive-up Lunches at workplace**
- * **Giveaways / Contests**
- * **Google Doc Silent Auction:** Create a shared document that everyone can edit. Put a picture of the silent auction item at the top of the page and people can check in and add their bid as often as they like for a set period of days.
- * **Hire a local musician:** to play virtually and it would cost staff members to have the link to watch them play.
- * **Departmental competition:** Create a competition between departments to see who raises the most money via payroll deduction and/or a side fundraiser and reward the winners with a free lunch or other prize.
- * **Jeopardy:** Make your own Jeopardy board ([view a template here](#))

OFFER INCENTIVES

Looking for more motivation? Try these out:

- * Sweet revenge: dunk tank, pie-in-the-face, something silly for the boss to do if you make your goal
- * Jeans day coupons
- * Time off with pay
- * Reserved parking space of their choice
- * Chair Massage
- * Gift cards: food, gas, stores
- * Free brand items from your company
- * Sporting event tickets
- * Movie tickets
- * Concert tickets
- * Event passes
- * Trophies or plaques
- * Department Parties

Many local businesses will donate items for prizes or give deep discounts when told the gift is for United Way of St. Clair County. Your vendors may even be willing to donate prizes.



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IN-PERSON EVENT IDEAS




Check out these imaginative activities that help our organizations boost their campaigns:

- * **Consider a campaign theme:** Fall Harvest, Halloween Festival, Thankful Thursdays, Brighter Future Fridays, Making a Difference Mondays
- * **Food is always a big hit:** tailgate party, pancake breakfast, ice cream social, picnic, potluck
- * **Casual Attire Day:** staff pays to wear casual clothes, slippers, hats, etc. to work - wear a sticker as a receipt [UnitedWayCasualDayStickers](#)
- * **Recreate a TV game show:** Price is Right, Gong Show or Jeopardy ~ focused on community issues
- * **Balloon Pop Surprise:** put a prize note in each balloon, small prizes in all except one gets a big prize, and staff buys a ticket for each balloon they want to pop
- * **Cut-outs Sale:** if your office has interaction with the public, ask your staff to craft cut-outs to sell to the public (i.e. holiday and season symbols like pumpkins, snowmen, and Easter eggs, or something related to your company)
- * **Indoor sports tournaments:** Wii golf or bowling, indoor putt-putt - sink a putt and win a prize, table-top games
- * **Auction or raffle off goods or services:** desserts, gift baskets, white elephant sale, cleaning snow off windshields, starting car in cold weather, baking a birthday cake or holiday pie, vacation days, 50/50 raffle, event or sporting game tickets, holiday décor, special parking spot, lunch with the CEO: the CEO's treat
- * **Host a contest:** pumpkin carving, Halloween costumes, office decorating, baby picture guessing game, pet photos, soup or chili cook-off - everyone tastes it and puts money in the jar of the one they want to win
- * **Have a yard or garage sale:** one person's junk is someone else's treasure!
- * **Games:** office BINGO, games of chance, Euchre tournament, bowling for United Way, Scrabble tournament, carnival games, karaoke contest - pay to play
- * **Sales:** create an office cookbook, crafts, books, movies, baked goods, candy grams, make your own ice cream sundaes, ice cream cart - visit staff offices on hot days to sell ice cream or cold snacks
- * **Host a drive-in or outdoor movie night:** sell tickets and snacks, either stay in your car or bring your own lawn chair or blanket
- * **Costume War:** choose an executive to wear a costume for a day by voting in money jars.
- * **Box Raffle:** label boxes with prizes - staff buys tickets and places them in the box(es) of the prize(s) they want to win - the more tickets they put in a box, the greater their chance of winning
- * **Tricycle Race:** teams race in relay format around the office parking lot on small bikes - staff puts money in the jar of which team they think will win
- * **Spare Change Jars:** divide the office by departments, etc. and each gets a money jar - coins add points and placing bills in the opponent's jar subtracts points from it - the winning team gets a lunch or other prize; simply have spare change jars around the office and encourage everyone to empty their change as they leave each day; have someone dress up as a bandit and randomly visit each employee for spare change
- * **Raffle Tickets:** other than buying raffle tickets, staff could earn them by: turning in a completed pledge form, increasing their pledge from last year, attending the staff campaign meeting, being an Every Day Hero, turn in their pledge card the day of the staff campaign meeting

DON'T FORGET TO TAKE LOTS OF **PICTURES** AND SHARE THEM WITH OUR MARKETING DEPARTMENT OR TAG US ON **SOCIAL MEDIA!**

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