



United Way of Central Georgia

Fun Ways to Raise Funds (Virtually!) and Support Your United Way Campaign

Every workplace campaign is different. Yours can be shaped around your organization's culture. This year's campaign may not take place in person, but that doesn't mean it can't be fun! Try out some of these fundraising ideas to get your employees excited about the campaign. United Way of Central Georgia's Community Impact Fund helps local people 365 days a year. Your help to support United Way is more important than ever as our community struggles through and begins to recover from the COVID-19 health crisis.

PARKING FOR PLEDGES

Offer numerous prime parking spots through a silent auction or a raffle to donors who make gifts.

HOST A TRIVIA CONTEST

Have employees' team up and compete against one another in a trivia tournament bracket on Zoom. Teams buy tickets to participate and you can sell lifelines (e.g., 5 seconds to look up answer, ask a friend) to raise extra funds.

DRESS UP DAY

Choose a theme and have employees dress up at home and post photos on social media to spread awareness about United Way and the campaign. Be sure to include a hashtag! Or 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!

FIT FUNDRAISING

Host a virtual run, golf tournament, free throw contest or jump rope contest. Have participants submit videos and scores and give a prize to the winner. These are all fun, easy and healthy ways to contribute to United Way.

TALENT SHOW

Host a virtual talent show on Zoom and learn about the secret talents your employees have. You can also host online galas, open mic nights, dance parties or other entertainment events. Or 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.

EXECUTIVE COSTUME CONTEST

Employees vote with their dollars for the executive they'd most like to see in a costume (e.g., pink bunny). The "winning" executive dresses up for a companywide Zoom call to announce the amount of money raised through the campaign.

CUTEST PET CONTEST

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

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!

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.

ONLINE AUCTION

Offer a chance to win donated items, such as weekend use of a management leased vehicle, virtual lunch with an executive, sports collectibles and more.

VIRTUAL ACTIVITIES

United Way BINGO –

<https://www.unitedwaycg.org/sites/unitedwaycg.org/files/Virtual%20Games%20Instructions.pdf>

United Way Trivia game –

<https://www.unitedwaycg.org/sites/unitedwaycg.org/files/Virtual%20Games%20Instructions.pdf>

"United Way Fact of the Day" email blast –

<https://www.unitedwaycg.org/sites/unitedwaycg.org/files/Virtual%20Games%20Instructions.pdf>

Apples Against Humanity -

<https://www.unitedwaycg.org/sites/unitedwaycg.org/files/Virtual%20Games%20Instructions.pdf>

Email Agency Videos – <https://www.unitedwaycg.org/few-words-our-initiatives-and-partners>

OTHER IDEAS

JEANS DAY/CASUAL DAY

Sell Jeans Day stickers that allow employees to dress down. Your United Way contact person can provide stickers that say 'Jeans Day for United Way' — just ask!

Or print your own:

[Jeans Day Stickers](#) - these are set up to print on a 1.5" circle sticker.

[Jeans Day Labels](#) - these will fit a 5160 label

[Jeans Day Cards/Passes](#) - 4-up on a page

DEPARTMENT CHALLENGE

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

THEMED FOOD DAY

Employees cook their favorite dishes and pay to eat – with proceeds going to United Way. Have a contest for the 'Best Dish.' Get a trophy at the Dollar Store and give the trophy to the winner.

GAMES/CONTESTS

MOVIE TRIVIA QUIZ

This quiz can be completed at workstations & returned to an appointed person to tally the scores. You can match the actor/actress with the movie, match the quote with the movie, or combine. The highest score wins a prize. In case of a tie, a drawing will be held. Winners can be announced at a group lunch at the close of the campaign.

PUMPKIN DECORATING CONTEST

Employees form teams and create their own unique design using pumpkins. The pumpkins are displayed in the company cafeteria and employees vote for their favorite pumpkin by placing money in that team's container. The winning team is awarded a prize pack containing gift certificates and other goodies.

GUESS HOW MANY

Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.

INCENTIVES

IDEAS FOR INCENTIVES:

1. Parking Place
2. Afternoon off work
3. Lunch with the boss (out of office and the boss pays)
4. Movie/game/play tickets
5. Snooze day (allowed to come in late)
6. Golf with the boss
7. Car washed by boss or co-worker
8. Leave 1-hour early/come in 1 hour late
9. Office redecorated or cleaned — Trading Spaces
10. Gas and car wash gift certificates
11. Jeans on Fridays
12. Company promotional items

AWARD EMPLOYEES WITH EXTRA INCENTIVES BASED UPON THEIR ENGAGEMENT

For a returned pledge form – 1 drawing ticket ·

For a new contributor – 1 drawing ticket ·

For an increased gift – 1 drawing ticket 1 ·

Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize

FUNdRAISING DO’S AND DON’TS

Decide that this is the year to have fun by using creative activities in your organization’s campaign.

Special events are FUN and are an excellent method of raising United Way awareness in your office.

Review the guidelines listed below, discuss your plan with your United Way campaign representative and go for it.

DO

DO talk to contributors

DO check out your ideas with your CEO

DO something different to bring interest to your campaign

DO use a special event to focus attention on the campaign—not as the total campaign effort

DO use special events as frosting on the cake—to help you meet and exceed your “stretch” goal

DO tie special events, where appropriate, to completed pledge cards, and encourage the use of payroll deduction

DON’T

DON’T surprise your boss with a golf tournament on company time

DON’T do “the same old thing”

DON’T overlook the tried-and-true elements of a successful campaign—personal interaction!

DON’T forget your well-planned employee solicitation campaign

QUESTIONS?

Contact Our Resource Development Team:

478-745-4732 or

Lisa Berrian - lberrian@unitedwaycg.com

Clero Wright - cwright@unitedwaycg.com

Brandi Rozier - brozier@unitedwaycg.com

Madison Bishop - mbishop@unitedwaycg.com