

# Workplace Campaign Special Event Ideas



United Way  
Oxford

It's easy to add a little fun in your campaign! Infuse your workplace with energy, create awareness and boost employee morale.

Even campaigns with little to no time or budget can have some fun!

**Here are a few tried & true ideas that everyone will love.**

**Lunch & Learn:** Leading up to your campaign, offer free information sessions during the lunch hour. Arrange for an Impact Speaker to present. Encourage employees to bring their own lunch.

**Casual Day:** Charge a donation fee to wear jeans on Friday or have it free when you return your pledge form. "I'm Dressed This Way for United Way" stickers easily identify participants and are available for free through your United Way staff partner.

**Auction (Services):** Auction off your employees' special talents as prizes. Bid on someone's skill set and have them train you for an hour. Examples: Baking, cooking, photography, guitar lessons etc.

**Matched Giving:** Increase employee participation by offering a corporate match!

**Wine Pull Raffle:** With a mixture of donated bottles of wine that have been wrapped up, let people buy tickets to pull a number to a corresponding wine bottle. Wine bottles can range from low to high prices, but at the end of the day anyone who purchases a ticket comes away with a bottle of wine!

**Chili Cook-off:** Co-workers compete for bragging rights and the best chili recipe! Charge a small fee per bowl and include rolls for lunch.

**Donate your pay:** Encourage employees to consider donating a day's pay to United Way.

**Guess the baby:** Ask everyone on the team to send you a baby photo of them and pin the photos up in your main meeting room. Charge a small fee for entry and ask your colleagues to guess which baby is who is on a sheet of paper. The person with the most correct guesses wins a prize.

**Balloon Pop:** Fill a room with balloons, hide prizes inside a few. Sell balloons for a chance to win.

**Vacation Day Raffle:** Purchase raffle tickets to win a vacation day!

**Walking Taco Bar/ Taco Tuesday:** Have employees bring in ingredients for a lunch time taco bar. \$2.00 to build your own taco.

**Coffee Cart:** Executives and/or canvassers hand out free coffee &/or donuts as they distribute pledge forms and brochures. This event is great for workplaces that employ shift workers or those who can't leave their desk for traditional events.

**Gift Card Draw:** To enter, each employee puts in a gift card of their choosing valued at \$5 or \$10. Each employee that enters a gift card gets a ticket to the draw. The winner takes home the whole loot!

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**Swear Jar:** Leading up to your campaign, place a jar in a central location in the office. Anytime a colleague swears or says something rude, they place a toonie in the jar.

**Pumpkin carving contest:** Charge a donation fee to enter into a pumpkin carving contest amongst coworkers to show your talent and gain bragging rights. Have all coworkers vote on the best one. Winner gets a prize! (Box of halloween candy or chocolates maybe)

**Office Mini Golf:** Create a little friendly workplace competition with a fun game of mini-golf! Set up your office to be the course and take donations to be able to compete to be the best mini-golfer! Bragging rights or a fun prize will go to the lucky winner!

**Holiday Gift Wrapping:** Offer the services of gift wrapping during the holiday season. Gather some gift wrapping supplies and a volunteer or two and offer to wrap your co-workers gifts for a small fee or donation. All money raised can be added to your United Way Campaign total.

**Board Game Tournament:** Gather up some fun and quick board games. This tournament can be done over the course of days or even weeks. Have coworkers donate to sign up for the competition and each day they compete against each other until there is only one winner left.

**Email Bingo:** Create a series of BINGO cards that can be purchased by coworkers and determine what the winning prize will be. Each day you email out a new BINGO number to those participating. Once someone completes the challenge (line, x, full card etc.) they respond with "BINGO!" and will win the prize. (Perhaps a parking spot close to the building? Or maybe a gift basket of nice things!)

**NHL Playoff Squares:** Draw an 8x8 grid on a sheet of paper. Participants can purchase one or more squares to put their name on. Once grid is filled, place logos of 8 Eastern Conference Playoff teams in one hat and the 8 Western Conference Playoff teams in another hat. Place the first team drawn in the first square in the top row and continue across until each is filled. The winner is the one whose name intersects with the two teams that make the Stanley Cup final.

**Team Spirit Day:** Encourage employees to show their spirit by digging into their closets and pulling out their favourite team jerseys. On that day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

Offering free admission or charging a minimal fee for special events is a great way to ensure employees still have the capacity to support the annual campaign through pledges/payroll contributions.

**TIP: Better yet, why not use the donor's completed pledge form as an entry ticket to a special event!**

Have questions or need to bounce ideas off of someone? Contact us today!

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