

# SPECIAL EVENT IDEAS

With new  
virtual ideas!



## USE SPECIAL EVENTS TO MAKE YOUR CAMPAIGN FUN & INFORMATIVE!

*Make your campaign fun and memorable! It's easy to do! Even workplace campaigns with limited time and no budget can be fun for everyone. Here are some proven ideas to put fun into your campaign. These activities are in addition to the best practices you're already familiar with – having United Way presentations, direct solicitation, and promoting United Way of Lancaster County's Community Impact Fund—and help capture your employees' attention, build morale, and make your workplace campaign memorable. By increasing awareness and excitement around United Way of Lancaster County's annual workplace campaign, you can be increasing the impact your company is making in our community!*

### United Way of Lancaster County

1910 Harrington Drive, Suite A  
Lancaster, Pennsylvania 17601  
phone: 717.394.0731 | fax: 717.394.6118

[LiveUnitedLancaster.org](http://LiveUnitedLancaster.org)

**LIVE UNITED**



## ACTIVITIES & EVENTS:

Below are different activities and events that can add awareness, excitement, and funds to your United Way campaign!

### **Basket Auction**

Ask each department in your organization to sponsor, create, and fill a theme basket (spa, chocolate, golf, cooking, etc.). The baskets are then auctioned off.

### **Car Wash**

Charge employees to have their car washed by management. Make sure to take pictures!

### **Casual Day for United Way**

Sell employees the right to dress casually or silly for a day. Variations include: "Silly Hat Day," "Sport Team Day," or "Ugly Shoe Day."

### **Coin War**

Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins a prize (pizza party, ice cream social, etc.).

### **Auction**

Auction off staff services (babysitting, oil change, lunch for a week, etc.), executive parking spaces, donated merchandise, or services. Try conducting the auction over your company's intranet site.

### **Rummage Sale**

Ask employees to donate old items (books, CDs, home goods) for a department or company-wide sale. Unsold items may be donated to a local shelter.

### **Flower Event**

Have a local florist donate flowers. Employees can then purchase the flower for family or fellow colleagues.

### **Kiss the \_\_\_\_\_ (Pig, Cow, etc.)**

Borrow a farm animal for a day for this fun contest! Have specific staff (i.e. executive level) put their pictures on jars. Fellow staff members vote with their dollars in the jar for which person they'd like to see kiss the animal. The three staff members with the most money have to kiss the animal! Make sure to take pictures!

### Where is \_\_\_\_\_? (Name of CEO or a person in management)

Create a life-size cardboard person and use a cut-out picture of a staff member (CEO) to put on the cardboard person. Employees can send this to anyone's office with a note. \$1.00 buys you the opportunity to send the cut-out; \$2.00 will allow you to have it removed.

### Hat Wars

Want to see your manager or co-workers in a crazy looking hat? Pay a fee to have someone wear one of these crazy hats for an hour. Person receiving the hat can get "revenge" if they want to by paying a fee for their buyer to wear one of the hats the following day. You can pay for more than an hour if you wish. Be creative with the hats and have fun.

### Lose Your Locks

Have employees volunteer to cut their hair or shave their heads if goals are met.

### Balloon Pop

Employees or vendors donate prizes for this event—a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees buy a balloon and pop it to find out what prize they've won.

### Casino/Carnival Night

Provide a few game tables, one bingo table, bean bag toss, and snack table. Have local businesses donate prizes for the winners.

### White Elephant Sale

Have items in storage you don't use? Gifts you never returned? Donate them to the sale or conduct a gift exchange. Your trash is someone else's treasure!

### Other Ideas...

- Carnival Games
- Dunk Tank
- Cake Walk
- Musical Chairs
- Guessing Games
- Pizza Party
- Popcorn Sale
- Watermelon Seed Spitting Contest



## GAMES & CONTESTS

### Who Is It?

Gather baby pictures of co-workers. Have a contest to see who can correctly identify the most coworkers' baby pictures. Contestants pay a fee to take part. Give an award for the most correct matches.

### Bingo

Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

### Kids Coloring Contest

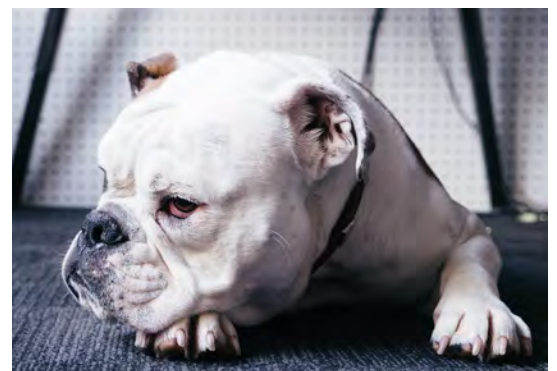
A colorful way to get everyone's children involved is to have children color a United Way logo or have them make a picture that shows giving or sharing. These pieces of art are great to use on thank you cards, t-shirts, or bookmarks. Sponsor a contest and give a prize to the top three artists.

### Picture Match Game

Invite employees to try their luck at matching high school pictures, pet pictures, or celebrity pictures to executives. Charge employees to vote and award the entry with the most right answers a fun prize.

### Scavenger Hunt

Employees pay an entrance fee to hunt for hidden items around the office or neighborhood. Give employees a time limit. Award the winning team a prize. Add themes by having employees dress as detectives or hunt for themed items.





## VIRTUAL FUNDRAISERS FOR REMOTE WORKING

### Raffle off an extra vacation day

Have employees pay flat rate amount to be entered into this raffle (\$10-\$50). For consistent funding, this could be done each month, however employees would have to pay flat rate to re-enter themselves into the drawing. If this was a monthly raffle, I would keep the entrance fee on the lower side so you have people entering each month.

### Virtual wine, Liquor or Beer Tasting

Have a local vineyard, brewery or distillery donate a virtual tasting or at least ask for it at a discounted rate. This could either be raffled off by employees paying a flat fee (\$10-\$25) and then choosing a name out of a hat for a winner. Or, check with the vendor to see if they could host a company wide tasting via zoom or some other platform. Any employees that wanted to participate could pay a discounted price for supplies (work out a deal with vendor) and employees could do this as a group. This may be a bit more expensive with more people participating and needing to purchase items for the tasting.

### Host a virtual 5K

Have employees pay a flat entrance fee (\$25) to do a virtual 5K. This could be completed within a certain time frame (ex. Specific weekend) or all at the same time (ex. Saturday or Sunday morning). Everyone is in charge of creating their own route. There should be creative prizes for entering, such as a 5K participant t-shirt, goodie bag (can get local vendors to donate fun items such as cookies, pretzels, token for free ice cream)

### Raffle off an item to spruce up someone's home office

Purchase a nice desk chair, plant, second screen, kitschy office supply, snacks, etc. to brighten up someone's home office. The important thing with raffles to pick the right price to entice people to enter but also make sure this isn't costing you anything in the long run and is giving you a return.

### Pay to wear a hat during an all staff zoom/ online meeting

During your next all staff meeting, have employees donate \$10 or \$15 to wear a hat during the video meeting.

### Virtual Trivia

Have someone from your team be a "host" and pull trivia questions offline, in a theme of your choosing. Employees would pay a flat rate to participate (\$20-\$30). Having a prize for top scorer would entice those to enter.

### Zoom Costume Contest

This could be held during an all staff or a special meeting be created. Have employees pay a flat rate fee to enter. Make sure to have at least 2-3 prizes to handout to costume winners. However they don't always need to be physical items, could be a day off or something else that comes at no cost to your company.

## SPORTS RELATED

### Football Toss

Measure for distance and accuracy with prizes for the top man and top woman. Charge per attempt.

### Golf Outing

Organize a golf outing for employees. Participants pay an entry fee. Have goofy prizes for highest score, most putts, longest game, etc. Invite a United Way representative to thank participants.

### Bowl-A-Thon

Organize a bowling contest at a local bowling alley or set up makeshift lanes at the office. Participants pay an entry fee. Give the winning team a prize.

### Office Miniature Golf

Provide putters and build a nine-hole course featuring slinkies, staplers, chairs, and other creative obstacles. Participants sign up in teams of two, with or without a registration fee.

### Office Olympics

Make up your own “Olympic” games having a team admission fee. Brainstorm new ideas: relay race handing off a full glass of water on a tray using one hand spilling as little as possible, office chair races, waste basket free throw, paper airplane toss (use hula hoop as target), etc. Use your imagination!

### Tricycle Race

Run a tricycle race around your building or parking lot using children’s tricycles. Entrants decorate their bikes and are awarded for most tricked out trike. Have the staff place money on the one they think is going to win.

### Favorite Football Team Day

Sell stickers that allow employees to wear football attire during the season. Host a tailgate party during lunch asking employees to bring their favorite dish.



## FOOD RELATED

### Root Beer Float Sale

This is a welcomed activity for those hot summer afternoons in July and August.

### Latte Stand and Giving Example

For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda, or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

### Bake Sale/Cookie Exchange

Ask employees to bake their favorite cookies or other goodies. Sell plates of the treats to employees. Charge an additional fee for the recipe.

### Employee Cookbook

Encourage employees to donate their favorite recipes to be collected, published and sold in a company cookbook. Request employees' children provide illustrations.

### Candy Grams

Sell candy with your company or United Way's logo on it.

### Midnight Breakfast

If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees.

### Chili Cook-Off

Employees cook their favorite chili. Organize a panel of "expert" judges to decide on the best recipe. Charge employees to sample and eat lunch or even have the employees vote.

### Potluck Payoff

Organize a potluck lunch and have everyone bring a favorite dish. Vote for the best dish (appetizer, main course, or dessert) with dollars. The dish in each category with the most votes wins!

### Bakery Cart

Wheel a serving cart through the workplace and sell bagels, doughnuts, cookies, Danishes, coffee, and juice, with proceeds going to United Way.

## YEAR-ROUND ACTIVITIES

*Some companies are expanding their campaign and building awareness by holding an activity every month or two. Here are some great “monthly” ideas.*

### **January - the 19<sup>th</sup> is National Popcorn Day**

Why not turn your break room or conference room into a movie theater, show old movies or television shows, pop some popcorn, and charge admission! Or, sell freshly popped popcorn by the bag.

### **February - the 14<sup>th</sup> is Valentine’s Day**

Help your co-workers with their shopping by selling chocolates or flowers, with the profits going to United Way. You can also offer special Candy Grams to send to other employees.

### **March - the 23<sup>rd</sup> is National Chip & Dip Day**

Celebrate by inviting co-workers to make their favorite dip or salsa recipe. Charge a fee to sample the entries and \$1 each for copies of the recipes.

### **April - Try an Easter Egg Raffle**

Fill plastic Easter eggs with raffle numbers. People buy eggs or “chances” for springtime prizes such as potted flowers like tulips, daffodils, hyacinths, and lilies.

### **May - the 15<sup>th</sup> is National Chocolate Chip Day**

Sponsor a baking contest. Votes are cast for the best chocolate chip recipe with dollars or change.

### **June - National Dairy Month**

Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

### **July - the 23<sup>rd</sup> is National Hot Dog Day**

Have a cook-out and play Hot Dog Trivia!

### **August – the 3<sup>rd</sup> is National Watermelon Day**

Sell refreshing watermelon to employees by the slice. Have a watermelon seed spitting contest outside and offer a prize to the winner!

### **October – the 31<sup>st</sup> is Halloween**

Have a pumpkin carving or decorating contest! Vote by placing money in a container for each pumpkin.

### **November - Hold a “Frozen Turkey Bowl”**

Use 2-liter plastic bottles filled with water for bowling pins and a frozen turkey as a ball.

### **December – the 12<sup>th</sup> is Poinsettia Day**

Sell poinsettias to employees, with proceeds benefiting United Way.