



**UNITED WAY**  
Lancaster County

# SPECIAL EVENT IDEAS



**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. By increasing awareness and excitement around United Way of Lancaster County's annual workplace campaign, you can increase the impact your company is making in our community!**

## **Auctions, Raffles and Sales**

**Basket Auction** - Ask each department in your organization to sponsor, create, and fill a theme basket (spa, chocolate, golf, cooking, movie night, etc.). The baskets are then auctioned off with all proceeds donated to United Way.

**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! If your company is updating their branding and you have a supply of old logo items, host a sale of the old "goodies" with all proceeds to United Way. See the photo above from Armstrong World Industries as an example.

**Raffle** - Raffle off an extra vacation day, a preferred parking space, lunch with the boss.

Have employees pay a flat amount to be entered into this raffle (\$10-\$50). For consistent funding, this could be done monthly with employees paying a small amount to re-enter themselves into the drawing each month.

**Casual Day for United Way** - Employees pay for the opportunity to dress casually or silly for a day. Variations include: "Silly Hat Day," "Sport Team Day," or "Ugly Shoe Day."

**Food Competition or Sale** - Ask employees to bake their favorite cookies or other goodies. Sell plates of treats to employees and charge an additional fee for the recipe. Or hold a chili cook-off where employees pay a fee to enter their best chili in a competition... employees pay to taste and judge with a prize to the winner with the most votes.

## Fun Outdoors

**Car Show** - Charge employees to have their car entered into a car show in your parking lot. Employees pay to vote for their favorite car.



*Car show at High Companies*

**Fitness Challenge** - Host a virtual or actual 5K. Have employees pay a flat entrance fee to participate. Set a timeframe for the virtual 5K (ex. specific weekend) or all at the same time (ex. Saturday or Sunday morning). Everyone is in charge of creating their own route. An actual 5K could be held on your company property. Offer creative prizes for entering, such as a 5K participant t-shirt or a goodie bag.

Hold a step challenge for one month, with a prize for the person with the most steps achieved.

**Tricycle Race** - Conduct 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. We can loan our tricycles!



**Car Wash** - Hold a car wash in your parking lot with members of your leadership team washing cars. Set a minimum fee for employees to get their cars washed, with all proceeds benefiting United Way.

## Ways We Can Help

**Borrow our equipment** - To help make your event a success, reach out to your contact at United Way to see how we can assist. We are happy to loan out tablecloths, pull up banners and maybe even share some swag you can give away. Additionally, we have up to six tricycles available for you to borrow for your own races.

**Make Credit Card an optional pay type** - We can create a special credit card donation page on our website for you, based on what you are selling. For example, we can make \$5 or \$10 the default for raffle tickets or make digital "buttons" for your sale items with the default price.

Credit Card Donation Page



Thanks for participating in this special event! Fill out the form below to make a payment with a credit card.

One-Time

|      |      |
|------|------|
| \$3  | \$5  |
| \$10 | \$20 |

**Connect you with coordinators who have done your event before** - If we know of another company that has done the same event previously, we are happy to connect you with someone that can give you tips and tricks for a successful event.