

2020 WORKPLACE CAMPAIGN

VIRTUAL FUNDRAISING IDEAS



Awareness

Appreciation/Compliment Grams

Design notes of thanks or congratulations for co-workers to buy and send to each other via email.

Virtual White Elephant Sale

Employees upload pics of their donated items for the sale on company Intranet. Co-workers can purchase via MobileCause (<https://www.mobilecause.com/>) or some other online platform.

Virtual Spelling Bee

Hold a spelling bee via Zoom (<https://zoom.us/>), charge an entry fee. Have galley observers place bets on their favorite participants via MobileCause.

Virtual Entertainment Drive

Employees upload pics of their donated new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way. Purchase via MobileCause.

Dress Up Day or Costume Contest

Employees pay to wear formal attire or compete for the best costume.

Guess the Number via Email

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

Virtual Smell the Roses

Have a local florist donate flowers or purchase flowers en masse. Employees view online and buy flowers or arrangements to send to co-workers or for personal use.

Charge Late Fees

Employees who arrive late for virtual meetings, or any other tardiness, pay a fee to be donated to United Way.

Email Bingo

Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with "BINGO" wins. The Bingo game continues until all prizes are distributed.

Virtual Avant-Garde Attire

Employees pay to dress in their most dramatic garb to ignite creativity for the day. Co-workers vote on most dramatic.

Virtual Guess the Baby Picture

Employees' baby pictures are posted to the Intranet. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

Activities, Auction & Raffle

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.

Car Raffle

Raffle off a donated car. For every \$10 or \$15 someone donates, the individual receives an entry into the raffle drawing.

Online Tutorial

Have staff with hidden talents or skills (language class, public speaking, cooking) teach the rest of the group.

Virtual Book Club

Employees donate what they would have spent on snacks/drinks for the in-person book club (this is also great for teambuilding).

Coronavirus Swear Jar

Donation of \$1 every time the virus/crisis is mentioned (outside of necessary mention).

Free Digital Download with Donation

PDF/poster/illustration donated by a local artists or an interview or concert by a local celebrity.

One-Day Email Flash Fundraiser

A one-day email fundraising blitz. Choose one day, a day that possibly has importance to your organization (ex. Valentine's Day for victims of domestic abuse). On the day of the blitz, send out a series of emails requesting donations. The emails should include an emotional story, appropriate imagery, and a call to action that expresses urgency. The point is to spam people all day long.

Donation Match Drive

Find a partner that will match a day's worth of donations.

Social Distancing Tricycle Race

Teams race in relay format around the office parking lot on small bikes. Employees bet on which team they think will win. All proceeds go to United Way.

Virtual Karaoke Contest

Choose a variety of music or “spotlight” a particular theme of music. The winner is chosen by audience applause or a panel of judges via Zoom.

Virtual Informative Meeting Incentives

Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation.

Online Silent Auction

The company donates auction items such as office furniture, printers, scanners, computers, etc. Employees can also donate items/services. All proceeds go to United Way.

Executive Lawn Ornament

Managers or executives donate time to do yard work at the homes of employees who bid for their services.

Getaway

Have co-workers donate time at their vacation cottages to the highest bidder.

Virtual Lunch with CEO

Auction or raffle off a virtual lunch with the CEO – CEO’s treat! Lunch will be delivered to employee office or home office.

Extra Day Vacation

Raffle/Auction off a day or ½ day of vacation.

Virtual Executive Costume War

Executives wear a costume via Zoom. Employees vote by donating money for the best costume via MobileCause

Virtual ‘American Idol’ Contest

Employees donate to vote for the singing group of their choice. The duo or group that attracts the most votes will sing a song in front of an audience via Zoom.

T-Shirt Fundraising

<https://www.bonfire.com/fundraising/nonprofits/>

Lunch and Learns/Panels Virtually

Sell tickets to and educational virtual event.

Bus Tour Concept

Mirroring actual bus tours, what we would normally be talking about while we are on the bus, etc. Having an agency speak. Have a series and you can choose where you wanted to go/ which bus tour you want to attend.

Tastiest Taco Event with Food Vendors

Create a special taco for the year, sell tickets, people have 3 weeks to taste and vote. Sell ticket books for \$20 each. People order on the website and will receive them by mail. Supports community and local vendors.

Say “Thank You!”

Participation Goals

Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (gift cards, time off, etc.)

Thank You Drawing

To encourage employees to pledge, every contributor to United Way is entered into a drawing for a prize.

Pledging Participation

The department, location, division, etc. with the highest percent participation will win a prize or lunch.

Themes

Cookie Caper

Each pledge card is passed out with a cookie or candy bar and the slogan “United Way Cookie Caper – Help us bring in the dough.”

An Hour of Power

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour’s pay donation.

Incentives

- Complimentary hotel stay and/or airline tickets
- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Car washed by boss or co-worker
- Company promotional items
- Computers – new or gently used
- “Flee @ 3” coupon
- Free oil change
- Gift certificates
- Lottery tickets
- Vacation day

Year-Round Involvement

January

Unique Observances & National Holidays

New Year's Day	International Quality of Life Month
Dr. Martin Luther King Jr. Day	National Mentoring Month
Book Blitz Month	National Poverty in America Awareness Month
Financial Wellness Month	

Advocate

- Bring in a United Way agency speaker to talk about financial wellness and poverty in America or reading and mentoring children

Volunteer

- Book Drive
- Sign up to participate in the Emerging Readers program through United Way

February

Unique Observances & National Holidays

Washington's Birthday/Presidents' Day	National Hot Breakfast Month
National Black History Month	Wise Health Care Consumer Month
Library Lovers Month	National Nutrition Month

Advocate

- Bring in a United Way agency speaker to talk about health care programs

Volunteer

- Join the million-mentor movement - read, tutor, mentor
- Hold a United Way virtual agency fair

March

Unique Observances & National Holidays

Employee Spirit Month	National Children's Dental Month
International Listening Awareness Month	National Reading Month
International Women's Month	

Give

- Participate in annual Health & Hygiene drive by collecting health and hygiene products for the homeless

Advocate

- Hold a virtual bus tour for employees to visit a United Way agency program partner
- Have an employee who has received services from a United Way-funded agency speak about their experience

Volunteer

- In honor of National Reading Month, organize an opportunity for employees to read to children at a United Way agency program partner or virtually
- Encourage colleagues to sign up to be a reader, tutor or mentor

April

Unique Observances & National Holidays

Celebrate Diversity Month

National Public Health Week

Child Abuse Prevention Month

Volunteer Appreciation Week

Month of the Young Child

Sexual Assault Awareness – Denim Day

Math Awareness Month

Give

- Hold a perennial plant sale with a portion of proceeds going to United Way

Advocate

- Participate in Denim Day by encouraging employees to wear jeans, send an eblast informing employees about sexual assault awareness

Volunteer

- Hold a math supplies drive (i.e. calculators, protractors, compasses, etc.) and donate collected items to a United Way agency program partner
- Coordinate a team volunteer project

May

Unique Observances & National Holidays

Memorial Day

Women's Health Day

Get Caught Reading Month

Senior Health Day

National Family Month

Mental Health Month

Teen Pregnancy Awareness Day and Month

Give

- Hold a bike drive – donate bikes, helmets and safety gear to a United Way agency program partner in need

Advocate

- Share a United Way success story on your intranet
- Join the conversation on Facebook, Twitter

Volunteer

- Hold a bicycle safety clinic for neighborhood children or at a local school
- Become a United Way volunteer

June

Unique Observances & National Holidays

United Way Emerging Leaders' Day of Action – June 21

National Fruit & Veggies Month

Stamp Out Hunger

Men's Health Week

Give

- Hold a food drive for a United Way agency program partner

Advocate

- Join the conversation on Facebook, Twitter

Volunteer

- Participate in United Way Day of Action - June 21
- Join the million-mentor movement - read, tutor, mentor

July

Unique Observances & National Holidays

Independence Day

National Ice Cream Month

National Grilling Month

National Hot Dog Month

Give

- Give a Grilling Cookbook for National Grilling Month and ask people to donate canned goods to donate to a United Way agency program partner

Advocate

- Bring in a United Way agency speaker to talk about homelessness
- Hold a United Way virtual agency fair

Volunteer

- Hold a school supply drive, contact United Way for an agency in need

August

Unique Observances & National Holidays

United Way Campaign Kickoff

Get Ready for Kindergarten Month

National Truancy Prevention Month

What Will Be Your Legacy? Month

National Backpack Awareness Day

Back-to-School Season

National Immunization Month

Give

- Make your annual United Way Pledge

Advocate

- Bring in a United Way agency speaker to talk about the importance of Living United or keeping children in school
- Attend United Way's Community Campaign Kick-off

Volunteer

- Coordinate a family volunteer project for employees

September

Unique Observances & National Holidays

Labor Day

United Way Days of Caring

College Savings Month

Library Card Sign-up Month

Update Your Resume Month

Childhood Obesity Awareness

Fruit & Veggies Awareness

All-American Breakfast Month

Give

- Give an American Cookbook for the All-American Breakfast Month and ask co-workers to donate canned or dry breakfast goods for a United Way agency program partner

Advocate

- Bring in a United Way agency speaker to talk about Education

Volunteer

- Participate in a Day of Caring Project

October

Unique Observances & National Holidays

Bullying Prevention Month

Eat Better, Eat Together Month

Child Health Day

Let's Talk Month

National Disability Employment Awareness

Give

- Participate in United We Dine by purchasing lunch or dinner at a partner restaurant

Advocate

- Bring in a United Way agency speaker to talk about health

Volunteer

- Coordinate a family volunteer project

November

Unique Observances & National Holidays

Veterans Day

Thanksgiving Day

Military Family Appreciation Month

National Novel Writing Month

Family Stories Month

Prematurity Awareness Month

National Family Caregiver Month

Giving Tuesday

Give

- As a department, sponsor a Thanksgiving basket drive for a United Way agency program partner

Advocate

- Hold a virtual bus tour for employees to visit a United Way agency program partner

Volunteer

- Send thank you cards to veterans
- Hold a virtual agency fair to educate employees on United Way's impact areas of Education, Income and Health

December

Unique Observances & National Holidays

World Aids Day

United Way Community Celebration

National Tie Month

Give

- Happy Holidays to your clients – "Saying Thank You"

Advocate

- Bring in a United Way agency speaker to talk about income
- Attend United Way's Community Celebration/Campaign Closing

Volunteer

- Hold a Tie Drive (and other clothing) to donate to a United Way agency program partner
- Coordinate a Giving Tree benefiting a United Way agency program partner