

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

United Way'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.

Check out fun ways to boost your virtual United Way campaign here:

1. **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.
2. **Cooking Lesson** – Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.
3. **Mentorship Auction** – Bid out or raffle a virtual coffee chat with C-level executives.
4. **Talent Show** – 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.
5. **Dress UP Day** – 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!
6. **Special Delivery** – Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner (wave and door drop only, please).
7. **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.
8. **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!
9. **Cutest Pet Contest** – Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.
10. **Recipe Exchange** – Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.
11. **Lunchtime Bingo** – Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.
12. **Candy Count** – Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!
13. **Home Date Night Raffle** – Enter to win gift cards to GrubHub/local restaurants and Red Box. Maybe add a delivery from a local winery or brewery, too!
14. **Company “Cribs”** – Charge a donation for a virtual tour of coworkers’ homes, gardens, cool office set-ups, blinged-out BBQ areas, or interesting collections.
15. **Virtual Vacation** – Have people submit their favorite vacation photos and brief description for a virtual tour around the world. Charge “travel fare” to view. As an added bonus, offer a drawing for a time share or vacation home rental for use at a later date!

During your campaign you can give employees extra incentives based upon their engagement, i.e.:

- For a returned pledge form – 1 drawing ticket
- For a new contributor – 1 drawing ticket
- For an increased gift – 1 drawing ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize

## **FUN**draising Dos 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