



United Way of the  
Mohawk Valley

# CAMPAIGN TOOLKIT

## Fundraising Event Ideas

**\$ Minimum time/cost**

**\$\$ Medium time/cost**

**\$\$\$ Maximum time/cost**

### **YARD SALE (\$)**

Perfect for fall or spring! Ask employees to donate unwanted items to use for a yard sale to benefit United Way. Then have a volunteer United Way committee host a garage sale to benefit United Way during lunch on week.

### **SNOOZE OR CRUISE (\$)**

Employees may purchase raffle tickets for \$5 throughout campaign. At the end of the campaign raffle off FIVE Snooze or Cruise cards. Snoozer or Cruise certificates allow staff to come in 30 minutes later one morning or leave 30 minutes early one afternoon.

### **LUNCH BUNCH (\$)**

Ask employees to volunteer to donate a dish for lunch. Then invite all staff to enjoy the donated dishes for a \$5 donation to United Way.

### **BASKETS RAFFLE (\$\$\$)**

Ask each department to make a basket. Display all baskets with a paper bag or basket in front of them. Sell raffle tickets all day on your final campaign day. Raffles can be 1 for \$1, 10 for \$5. Pull raffles at the end of the day.

### **EXECUTIVE PARKING SPOT (\$)**

Employees may purchase raffle tickets for \$1 throughout the campaign for a premier parking spot. If you have executive parking, ask a leadership to give up their spot for 2 weeks and raffle off two or designate a spot closest to the building entrance.

### **DINNER OR LUNCH ON US (\$\$)**

Solicit or purchase gift cards to local restaurants for dinner or lunch for two. Sell raffle tickets online for \$20 or other amount determined by your company. The winner gets all prizes after random online drawing. Take up a step and solicit seven local restaurants for a gift certificate for dinner for two. Sell raffle tickets for \$50. Winner gets all gift certificates or try for five certificates for enough for one meal.

### **TIME OFF (\$)**

Ask management for approval to offer time off to employees that give at a designated level or to use as a raffle.



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### ROOT BEER FLOATS SALES (\$\$)

Seek donations of root beer, vanilla ice cream, cups and straws, or purchase from company budget. Have a committee schedule shifts to sell root beer floats for a donation to United Way.

### CHANGE FOR A CHANGE (\$)

Each department gets an empty water jug. Employees in that department fill jug with coins throughout campaign. Department that fills their jug the highest gets a pizza party.

### BINGO (\$)

Make BINGO cards and sell them for \$5. Every day send an email with a square or post it in a common area (lunchroom). You can be creative with BINGO card squares instead of numbers try using words related to United Way and your business. Have prizes for the first two BINGO winners.

### SILENT AUCTION (\$)

Ask each department to make a basket. Display all baskets with a sheet of paper in front of them. Employees can write down their bids throughout the day. Winners with highest bids will be announced at the end of the day. \*Take it to the next level by asking each department to tell you the value of their baskets. After the silent auction compare the value with the amount raised from each basket. The department basket that raised the most compared to the value gets a pizza party.

### PARTY CARDS (\$)

Ask your staff to volunteer to design and create various greeting cards (Congratulations, Happy Birthday, Get Well, Happy Holidays, etc.) and sell them with all proceeds benefiting United Way. Take it a step further by adding in a prize (like lunch) to the department that sells the most.

### PUMPKIN CARVING (\$\$)

Ask a local farm to donate pumpkins. Sell pumpkins for \$10, for employees to bring pumpkins home and carve. Select a few days or one-week deadline and place all completed pumpkins up for display in a common area or host a virtual meeting to showcase their work. Employees vote on scariest pumpkin, funniest pumpkin, most creative, and best traditional pumpkin. Winners get a prize.

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

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### **OFFICE ZEN (\$)**

Ask a yoga instructor to host two yoga classes in a large conference room. Charge \$5 for employees to attend the Yoga class with proceeds benefitting United Way. Send out reminder emails and hang flyers throughout office of class date and times.

### **DRESS DOWN (Virtual Option too!) (\$)**

Employees can donate \$10 in exchange for the ability to wear jeans every Friday in one month, or jeans for an entire week. This can also be done with fun outfits, jerseys, or hats! Make it a virtual dress down day with the option to wear these items during a virtual staff meeting and let everyone vote on the best!

### **ICE CREAM SOCIAL (\$\$)**

Purchase a few boxes of ice cream sandwiches. Invite staff to purchase an ice cream to enjoy with their fellow co-workers at specific time. **BONUS:** This is a great time to present about United Way!

### **BAKE SALE (\$)**

Just as simple as that! Ask employees to bake and donate their goodies to a committee to sell on lunch to benefit United Way.

### **BALLOON POP (\$)**

Insert a slip of paper in several balloons and then blow them up. You can write fun facts about United Way to help share how their donation makes a difference in our community. Some other fun prize ideas are "lunch on the boss" or "\$5 towards the company store."

### **TREASURE HUNT (\$)**

Sell daily clues to a mystery location in your building where a treasure is hidden. The first employee to guess the location wins the treasure!

### **CAR WASH (\$)**

Have a committee wash employee cars for \$10. Car wash can be held in a company parking lot for an hour after the normal workday ends.

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### **AWARD WINNING PIE (\$)**

Employees can enter their pie tastings. Employees can enter to taste all pies and vote for their favorite for \$5. Best pie baker gets a “Best Pie” award and a small prize such as oven mitts and kitchen towels (can be purchased for less than \$5.) Pie can be substituted with chili, meatballs, brownies, or any other yummy popular foods!

### **SPIRIT WEEK (\$)**

Charge employees to participate in a United Way spirit week. Each day employees can dress for that day’s theme. Some popular themes are 80s, crazy hair day, pajama day, tie-dye day, superhero day, sport team day, Jersey Day, Disney day, and Twin day. Take it a step further and ask employees to vote for the most spirited and award them with a certificate for their birthday off, or a prize.

### **OFFICE OLYMPICS (\$)**

Set up several events individuals can participate in for a donation. Have a “gold metal” (gold wrapped candy taped to ribbon; Twix, Rollo’s, chocolate coins) for the individual that finishes all events the fastest or multiple prizes for winner of each event. Spectators can also place “bets” (additional donations) on who they think is going to win. Events can include paper ball basketball, desk chair soccer, table tennis, paper pack holds, and stress ball curling!

### **TIE DYE PARTY (\$\$)**

Charge staff \$15 to make your own tie dye shirt! Sell pre-made ones for \$20. Use a white shirt or purchase LIVE UNITED ones from united Way for \$5 each.

### **ART AUCTION/RAFFLE (\$)**

Ask a local artist or crafters (maybe even one of your employees) to donate a piece of their art. Sell raffle tickets depending on the value of the item, pull the raffle at the end of your campaign or have a silent auction where employees can email you their bids throughout the campaign. Send updates frequently and announce the winner at the end of the campaign.



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### WINE MYSTERY (\$)

Ask leadership to donate bottles of wine or liquor. Wrap the bottles of wine so the bottle cannot be seen. Display them at your United Way kick-off. Employees can purchase a ticket for \$10 to choose a mystery bottle of wine.

### CHAIN OF HEARTS (\$)

Around Valentine's Day sell paper hearts to benefit United Way for \$5. Employees write their names on them and then tape to wall. Display them down a hallway or in the lunchroom. How far can your chain of hearts go?!

### BOTTLE & CAN DRIVE (\$)

Run a bottle and can drive for an entire month. Ask employees to bring their bottles in and store them in a designated area. Return bottles at the end of the campaign and present amount to UW. Name the event something clever like "You CAN Make a Difference!"

### LOLLIPOP PULL (\$\$)

Color the tips of lollipops. Each color represents a prize. Stick all lollipops in a Styrofoam ball. Employees pay \$2 to pull a lollipop and win a prize. Some prizes can include large items like executive parking and an item from the company store. Some colors will represent small items like candy bar or high-five! Be creative!

### CANDY-GRAM (\$)

Purchase a large bag of lollipops. Create a special form for employees to write a compliment on and attach to the lollipop. Charge employees \$1 to send a compliment and lollipop to another employee on designated day.

### FURRY COMPETITION (\$)

Employees pay to enter a photo of their pet in costume. Employee's vote on the best costumer and winner gets a prize such as a donation basket from a local pet store. Entrance fees benefit United Way.

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### **VIRTUAL SPIRIT WEEK (\$)**

Charge employees to participate in a United Way spirit week. Each day employees can dress for that day's theme and share pictures via social media. Some popular themes are 80s, crazy hair day, pajama day, tie-dye day, superhero day, sport team day, Jersey Day, Disney day, and Twin day. Take it a step further and ask employees to vote for the most spirited and award them with a certificate or a small prize.

### **WORK FAMILY COOKBOOK (\$)**

Ask employees to send you their favorite family recipe. Collect recipes and create an employee digital cookbook. Be creative by creating a front page using your company logo! Sell cookbooks for \$10.

### **VIRTUAL FURRY COMPETITION (\$)**

Employees pay to enter a photo of their pet in costume for \$5, which would benefit United Way. Employee's vote on the best costume and winner gets a prize such as gift card to a local pet store.

### **VIRTUAL "CHOPPED" CHALLENGE (\$\$)**

Employees pay \$20 to participate. Companies purchase ingredients for an easy meal. Employees film themselves picking up their set of ingredients and then film their cooking process using what they received. Employees then provide your company with film/photos of the finished product. Company leadership or campaign committee can vote and award a prize to the winner.

### **VIRTUAL GAME NIGHT (\$)**

Visit this link for help planning a virtual game night:

<https://www.countryliving.com/entertaining/a31995635/virtual-game-night-ideas/>

### **VIRTUAL WORKOUT CLASS (\$)**

Employees pay to participate. Held by either a staff member of the company or a United Way staff member, if applicable.

### **CRAFTERNOON (\$)**

Charge employees \$15 (or other amount) to participate in an afternoon craft/paint class. Materials can be digital, or they can be delivered to company/employees in a contactless manner.

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### **ONLINE TUTORIAL (\$)**

Have staff with a hidden talent or skill lead an online session to teach staff something new (i.e. language class, public speaking class, cooking class.)

### **VIRTUAL BOOK CLUB (\$)**

Employees donate what they would have spent on snacks/drinks for the in-person book club party. This is also a great teambuilding exercise!

### **VIRTUAL OPEN MIC NIGHT/KARAOKE (\$)**

Company hosts karaoke night and employees get together via online platform to participate. Employees donate to join with donations to benefit United Way.

### **AT HOME PAINTING VIRTUAL PARTY IDEA (\$)**

Visit this link for ideas on a virtual at home painting party:

<https://www.paintingwithatwist.com/pages/twist-at-home/>

### **VIRTUAL BINGO GAME (\$)**

Companies can design different bingo cards, send them to employees and have a daily drawing. The winner receives a gift card. Get creative and incorporate United Way facts and stats to share how your employee's donation helps our community.

Utilize <https://myfreebingocards.com/> to help create your bingo cards.

### **STREAM A VIDEO GAME TOURNAMENT (\$)**

Pick a video game that you and your supporters can play online together and host a tournament to raise money for United Way. Users can pay an upfront cost to enter the tournament and then you set up a randomized bracket-style tournament to crown your champion. Then, to help spread awareness, stream the entire tournament on Twitch so people can tune in to catch all of the action in real-time! Consider choosing a cross-platform video game so people can participate no matter what type of console or gaming platform they have.

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