

Campaign Special Event Ideas



Including one or more special events in your United Way Campaign can help motivate and promote team spirit, raise awareness and money. Special events provide co-workers with another way to support the campaign while participating in fun activities.

Fabulous Food

Serving food over the lunch hour or during a campaign meeting always goes over well. Remember to ask your vendors to sponsor lunch or specific items or do a trade with other local businesses. Package up leftovers after the event is done and sell additional servings for employees to take home for dinner.

Walking Tacos

Serve individual bags of chips with taco meat, cheese, salsa & sour cream, charge per bag of chips purchased.

Hot Dog, Hot Dog, Hot Diggity Dog

Hot dogs or brats, chips and lemonade sold outside the office. Invite customers, employees and other local businesses to partake.

Soup & Laughter

Soup and bread are sold over the lunch hour in the break room along with funny classic tv shows such as Seinfeld or I Love Lucy.

Lotsa-Pasta

Host a pasta bar with 2 different types of pasta & 2 different types of sauces – let the employees create their own lunch, charge by the bowl.

Chili Cook-off

Convert your break room or conference room into a chili test kitchen. Ask employees to provide the chili, and all employees are invited to judge. They can purchase sample cups or buy a bowl of their favorite one.

Ice Cream Sundaes & Rootbeer Floats

Sundaes and floats are made & sold to employees, this works well when issued at the end of a meeting or the end of the day.

Campaign Special Event Ideas



Baked Potato Bar

Serve baked potatoes along with a variety of toppings.

Tailgate Party

Host a tailgate party before a big game – charge a fee to attend, invite families!

Souper Bowl Party

Challenge your co-workers to a soup contest, do this the Friday before the Super Bowl!

Order Up!

Take orders for lunch for an area restaurant, pick up the food for them but charge a fee for delivery.

Sweet Treat Cart

Sell sweet treats during break times or go around the office door to door and workstation to workstation and sell treats. You can also incorporate flavored coffee items to go with their sweet treat!

Bring on the Competition

Your enthusiasm and creativity make these events really special! If you're looking for new ideas this year, review the following list. Try recruiting some new people to your United Way team, it's a good idea to ask people from different departments, and it's ALWAYS important to have Upper Level Management, Executives & CEO's on board with Special Events, it will bring your team together!

Jump Rope Challenge

Jumpers compete in either an individual or team challenge. Entry fee charged for participation. Winners are determined based on total number of jumps within a designated period of time.

Penny Wars

Teams compete to gather the most spare change; pennies are worth positive points and everything else negative points. The winning team receives an incentive!

Campaign Special Event Ideas



Bean Bag Tournament

Entry fee charged for single elimination bean bag tournament, play over lunch hour or break times throughout the campaign. Winner receives bragging rights for the year.

Miniature Golf Course & Marshmallow Driving Contest

Turn your office, company grounds or hallways into a miniature golf course. Charge each employee to go through the course. Marshmallow driving contest can complete the course.

Office Olympics

Assign employees to teams for various competitions such as Frisbee throwing, rubber band archery, water relay and paper shoot-out, with points earned.

Candyland Tournament

Like a poker tournament but less complicated & shorter games!

Balloon Pop

Ask employees/area businesses to donate prizes. Put names of prizes inside balloons. Charge employees \$5.00 to buy a balloon and pop it to find out what prize they've won.

Pumpkin Carving or Decorating Contest

Form teams to carve or decorate pumpkins, Display in a prominent location and have people vote for their favorite.

Wii Olympics

Setup a tournament of one-on-one Wii Sport Challenges

Spoon game

Give a plastic spoon to each staff member to keep with them at all times. Each person is given the name of another staff member, this person then tries to find a time that their assigned person does not have their spoon with them. If caught without their spoon they must give their assigned name to the person who caught them. The last person to have their spoon wins!

Campaign Special Event Ideas



Scavenger Hunts

Invite employees to participate in a scavenger hunt requiring them to find unusual items from around the neighborhood or office buildings. For a fun twist you could plant items with selected employees for others to discover.

Paper Horse Race

Employees purchase a paper horse name and decorate it and each day they receive one draw and the horse moves based on the draw. If an employee didn't like a draw they could purchase a new draw. Limit redraws to one per day if you would like the game to last longer than a day.

Get Your Goat

Sell time-shares to employees to have something "stinky" put in someone's office/workspace. That person then pays to have it removed and placed in someone's space.

Guess What?

Sometimes it's not easy to get people to come into the office to participate in a special event. The following are designed for you to email or text your employees so they can still be a part of the fun. This also works well if you have multiple locations!

Guessing Game

Fill a jar with any items you have around the office and people pay a fee to guess – take a photo and email/text to off-site staff.

Trivia Contest

Employees have the opportunity to answer a daily trivia contest, the first one with the correct answer wins!

Whose ? is that?

Collect photos from employees with a particular subject matter. Have all the employees guess to see if they can match the items with the employee. You can use tattoos, pets, children, baby photos, garden, garage...etc.

B-I-N-G-O

Employees can pay for a bingo sheet – or buy extra if they'd like. Every day you can call out the bingo numbers internally, through email, intranet or by text. The first one with a BINGO wins!

Campaign Special Event Ideas



Take a Chance

We're all on time restraints but don't let that stop you from having a special event during your campaign, they can be quick and fun!

Grab Bag Sale

Fill paper lunch bags with small treats, candy, chips or items your vendors have given the company or any old merchandise you have laying around.

ETO (Extra Time Off) Goodie Bags

Assemble and sell bags of goodies. In each bag include a slip of paper with a message. Some messages include a "Congratulations you won 4 hours of extra time off." Some messages say "Sorry, you didn't win extra time off, please play again."

Poker Walk

Employees walk to 5 stations, all at once or one stop per day, picking up a card at each location. Best poker hand wins.

Pick and Egg, Any Egg

Fill plastic eggs with prizes or cash, charge for the opportunity to play.

Duck Pond

Employees pay a buck to pick a duck. List the prize on the bottom of the duck, they win that prize.

For Sale

Selling items is a great way for people to donate while still receiving something in return. Remember to have your committee hype up the sale so it can be successful for you, and let us know if we can help – we love being around for special events!

Silent Auction with Bid Numbers

Hold a week long auction of items donated by local businesses and employees. To participate people purchase a bid number, to provide some anonymity and drive up bids.

Casual Day for United Way

Employees buy the opportunity to wear jeans on a specific day.

Give. Advocate. Volunteer. **LIVE UNITED™**

Campaign Special Event Ideas



Plant Sale

Employees can dig up and donate plants from their yard, or bring in new plants to sell to other employees.

Team Day

Employees pay to wear logo wear to support their favorite team.

Talent Auction

Have employees donate their talents for an auction – handcrafted jewelry, scrapbook services, wood-working projects, homemade meals, desserts or a musical performance.

Candy Grams

Sell candy bars or small items to be delivered internally with a note of thanks.

Flower Sale

Sell flowers by the stem. Charge for inter office delivery.

Golf Balls “Fore” Sale

Collect old golf balls, after a clean and shine sell them by the dozen.

Coffee Station

Setup a coffee station and charge for all the extras, (syrups, flavorings, cream, sugar...etc.).

Lunch Box Auctions

Ask different departments/employees to donate lunches to auction off. Use your organizations intercom system, email or other communication systems to auction off the temptations. Prizes can be given out for the most creative, nutritious, humorous or elegant.

Boutique

Have employees bring in items they don't wear/use anymore – purses, scarves and jewelry. Set it up like a boutique & have store hours. All proceeds go to United Way!

Campaign Special Event Ideas



Have fun with Management

Let's face it; people will donate money to see their boss do something silly. This can be a focus of the campaign, or a used as an incentive if you reach a goal or a separate special event all on its own.

Pie Toss

For a fee, employees nominate one another to receive a pie in the face. Top 4 with the most votes receive a pie in their face at a company event.

Bowl with the Boss

Setup a Wii bowling tournament in the office, the winning team gets to go bowling and have Happy Hour with the Boss!

Dunk Tank

Managers volunteer to sit in a dunk tank and employees buy chances to dunk them.

Executive Tricycle Race

Employees can bid to see who they'd like to see race tricycles in the parking lot. Make it even more fun and add obstacles.

Kiss the Pig

Voting with their money, employees vote which executive staff will have to kiss a pig.

Put Your Best Shoe Forward

Line up senior managers and/or other employees for some unique mug shots - shoes only! Hold a contest before your campaign kicks off to see if employees can figure out who's who.

Where in the County is Your CEO

Have the company CEO or President visit five different United Way agencies and get their picture taken doing something at the agency. When taking the picture, be sure not to have the agency name showing (can show part of the agency name as a clue if needed). Post one photo each day with clues as to where the CEO/President is. Employees will guess where their CEO/President is. All correct answers are entered into a drawing.

Campaign Special Event Ideas



Engage Your Customers

If you have a high traffic place of business or work in an area that is easily accessible to people don't forget to engage your customers. Sometimes clients appreciate knowing how other companies are supporting the United Way.

10% of Sales

Do you operate or work closely with a local eating establishment? If so designate a day where 10% of the sales go to United Way. Up the ante by having your CEO work at the restaurant for the day (or over the lunch period) and promote it throughout the office.

Garage/Sidewalk Sale

Ask employees to bring in gently used items to be sold at your location. Promote the sale both internally and to the general public.

Pay to Park

Charge people to park in your parking lot during a concert or a big game; donate the proceeds to United Way.

Other Great “Fun”draising Events

- Bake sales
- Basket Auctions
- Animal races—hamsters, turtles, minnows, etc.
- Book/video sale
- Game Shows - Deal or No Deal Who Wants to be a Millionaire, Jeopardy or Wheel of Fortune
- Boss is full of Hot Air - sell balloons to fill up boss's office
- Wine/Beer tasting
- Sleep in late cards – purchase cards to come in a ½ hour, 1 hour, or 2 hours late without using PTO!