

Employee Campaign Coordinator Guide

Special event ideas - in-person and virtual

Casual Day

Offer casual days to allow coworkers to dress casual on certain days. It can be a jeans day, silly hats or ties, crazy socks, or each person's favorite sports team. Or, have a Dress Up Day where employees can get all dressed up at home since this may be a nice change from going casual and they can show off their more formal attire.

Next-up Campaigns

Have employees post pictures to create awareness about the campaign and challenge their next colleague in a social/email post and tag them to do something.

Food Ideas

Food is a great motivator to encourage giving AND as a sign of appreciation. Have a pot luck lunch, special breakfast (decrease contact by making to-go meals), or pizza party. These meals can serve as a kickoff event, special event when you can charge a small donation, or as a reward for giving. Challenge departments to compete and reward the winner with a pizza party!

Make it virtual by having each work-from-home employee still pay a small donation, but cook a special breakfast for themselves. Then share all of the photos with each other to boast about your cooking skills.

You can also have a food truck come to your business where employees can eat outside and more easily maintain social distancing, or even have food delivered to an employee working from home.

Email Bingo

Sell bingo cards leading up to the day you'll hold email bingo. Throughout the day, send numbers via email at specified times. The first three to get bingo win a prize. Other virtual games include a spelling bee or trivia contests.

Drawings

Hold a drawing linked to when employees turn in their pledge forms. Turn in your form one week early and receive three tickets. Turn it in before the deadline and receive one ticket. You can offer all sorts of prizes such as an extra day or half-day off, longer lunch hour, company promotional items, and choice parking spaces.

Pet Photos

If most of your workforce is remote, ask them to share photos of themselves with their pet pals while working. You can run a contest for the cutest picture or just have fun with it sharing photos of your best friends.

Timely Treats

Reward donors who turn in their pledge forms early. Place a balloon on their desk (weighted down with candy kisses or Life Savers) with a note of thanks. This will encourage employees to turn in their pledge form early while recognizing individuals who have already given.

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Virtual Events

Find opportunities to create virtual events: have a virtual silent auction with prizes like gift cards or lunch with the CEO, coordinate department quizzes and get-togethers, hold a photo contest on your intranet, host a virtual walk/run event or an outdoor yoga session. Engage employees even from a distance!

Wall of Fame

Put pictures on wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. You can create an electronic version of this to email out as well.

Guess How Many

Guess the number of jellybeans, M & Ms, Hershey Kisses or other treat in a jar. People can buy chances to guess. Winner with closest guess receives the jar of treats. This can easily be done virtually and emailed/posted.

And the list goes on...

- Talent shows, dance parties and entertainment events. Have employees purchase a ticket to receive the link. Bonus: If you do a talent show, have employees “vote” for the winning act with \$1 for every vote.
- Virtual classes (cooking, photography, painting, etc.).
- Online speaker series with United Way partner nonprofits or someone helped by United Way.
- Book exchange.
- Peer-to-peer fundraising challenge.
- Virtual Concerts/Meet and Greet with the Band after the concert.
- Virtual agency tour.
- Office Ice Cream Social – Company purchases ice cream and toppings for all employees.
- Card activity. Ask employees for a donation and creativity in writing encouragement Cards for students.
- Host a food drive.
- Midnight Breakfast – If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees. Can also be done with a second shift crew.
- Round Up at the Cash Register Promotion – At the company cafeteria/marketplace/coffee bar ask employees to “round up” their total order with those funds going to the work of United Way.
- Host Movie Day In – Pay “cover charge” for Zoom link for admission to movie.
- Zoom Pub-Trivia – ECM/employee runs trivia - the winning team wins half the entry fee, the other 50% goes to United Way.
- Employee Online Tutorials – Have employees teach their skills for a fee to fellow employees by hosting Online tutorials.

