



United Way of Northern  
Shenandoah Valley

Here is a list of creative and dynamic fundraising ideas for your organization's United Way campaign! Our experience shows that when these activities are used, it enhances team building and creates a sense of unity within the organization. We have also found that companies that plan fun activities along with their fundraising campaign have experienced a much higher success rate and have increased their percent of participation dramatically.

## VIRTUAL ACTIVITIES

- **Coronavirus Swear Jar** - Donation of \$1 every time the virus/crisis is mentioned (outside of necessary mention).
- **Virtual Open Mic or Karaoke Night**
- **Virtual Game Night**
- **Virtual Workout Class**
- **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.
- **Virtual "Nailed It"**
- **Online Tutorial** - Have staff with a hidden talent or skill (ex. language class, public speaking class, cooking class) teach the rest of the group.
- **At Home Painting Party** - (<https://www.paintingwithatwist.com/pages/twist-at-home/>) or collect items before the night and make sure all participants have what they need and someone leads the class.
- **Find It** - Have staff participate by having a host say an item that could be found in a house. The first person who brings back that item receives a point. Example: Find a wooden spoon - whoever shows their wooden spoon first receives a point. Have a list of 10-15 items and whoever has the most points wins.
- **The Challenge** - Test team skills, endurance and aptitude with a games tournament. Teams can register to compete in different challenges with the top scorers winning a prize (possibly sponsored by a local business)
- **Virtual Bingo** - Create digital bingo cards at <https://myfreebingocards.com> which can be designed and pushed out to individuals with a drawing each day. Winners receive a prize.
- **"Apples Against Humanity"** - Send out an email to all staff with a word or phrase and people respond with their best .gif or meme that summarizes the phrase. Winner receives a prize.
- **Zoom Costume or Room/Office Decorating Contest** - Viewers can pay per vote for their favorite.
- **Trivia or Riddles Via Email** - (Bonus for United Way-Themed Trivia!)
- **Guess How Many** - Send pictures out to your employees and have them guess how many (ex. jellybeans, m&m's, etc.) are in the jar. Employees pay per guess and the winner gets the jar or another prize.
- **Online Raffle / Silent Auction / 50-50**
- **Drive-up Lunches at workplace**
- **Giveaways / Contests**
- **Google Doc Silent Auction** - Create a shared document that everyone can edit. Put a picture of the silent auction item at the top of the page and people can check in and add their bid as often as they like for a set period of days.
- **Departmental competition** - Create a competition between departments to see who raises the most money via payroll deduction and/or a side fundraiser and reward the winners with a free lunch or other prize.

## IN-PERSON ACTIVITIES

- **Food is always a big hit** - tailgate party, pancake breakfast, ice cream social, picnic, potluck
- **Casual Attire Day** - staff pays to wear casual clothes, slippers, hats, etc. to work - wear a sticker as a receipt (UW can provide stickers/sticker templates)
- **Recreate a TV game show** - Price is Right, Gong Show or Jeopardy - focused on community issues
- **Balloon Pop Surprise** - put a prize note in each balloon, small prizes in all except one gets a big prize, and staff buys a ticket for each balloon they want to pop
- **Indoor sports tournaments** - Wii golf or bowling, indoor putt-putt - sink a putt and win a prize, table-top games
- **Auction or raffle off goods or services** - desserts, gift baskets, white elephant sale, cleaning snow off windshields, starting car in cold weather, baking a birthday cake or holiday pie, vacation days, 50/50 raffle, event or sporting game tickets, holiday décor, special parking spot, etc.
- **Host a contest** - pumpkin carving, Halloween costumes, office decorating, baby picture guessing game, pet photos, soup or chili cook-off - everyone tastes it and puts money in the jar of the one they want to win
- **Have a yard or garage sale** - one person's junk is someone else's treasure!
- **Games** - office BINGO, games of chance, Euchre tournament, bowling for United Way, Scrabble tournament, carnival games, karaoke contest - pay to play
- **Sales** - create an office cookbook, crafts, books, movies, baked goods, candy grams, make your own ice cream sundaes, ice cream cart - visit staff offices on hot days to sell ice cream or cold snacks
- **Host a drive-in or outdoor movie night** - sell tickets and snacks, either stay in your car or bring your own lawn chair or blanket
- **Costume War** - choose an executive to wear a costume for a day by voting in money jars.
- **Box Raffle** - label boxes with prizes, staff buys tickets and places them in the box(es) of the prize(s) they want to win. The more tickets they put in a box, the greater their chance of winning
- **Tricycle Race** - teams race in relay format around the office parking lot on small bikes - staff puts money in the jar of which team they think will win
- **Spare Change Jars** - divide the office by departments, etc. and each gets a money jar - coins add points and placing bills in the opponent's jar subtracts points from it - the winning team gets a lunch or other prize; simply have spare change jars around the office and encourage everyone to empty their change as they leave each day; have someone dress up as a bandit and randomly visit each employee for spare change
- **Raffle Tickets** - Other than buying raffle tickets, staff could earn them by: turning in a completed pledge form, increasing their pledge from last year, attending the staff camp
- **Ugly Lamp** - Employees decorate a lamp and make it as ugly as possible. Employees have to pay \$5 to have it removed from their desk and put on another co-worker's desk.
- **Flowers** - Work with a local florist to donate flowers that employees buy to take home to their loved ones.
- **Lunch Box Auction** - employees wishing to participate pack a special lunch box, encourage them to get creative and make deluxe sandwiches or wraps including delicious treats like brownies or cookies. The lunches are then auctioned off before lunch.
- **Egg Baby** - A single egg is given to each staff member who must treat the egg with care. They may choose to keep it all day long, or pass it to another coworker to babysit for \$2. If dropped, a \$5 hospital fee is applied.
- **Balloon Bonanza** - Employees pay for balloons which are blown up and deposited in the office of a coworker of their choice. If a person wishes to rid their office of balloons, they can pay to have them removed and deposited into another coworker's office.
- **Putt Putt Contest** - Design and set up your own wacky mini golf course within your office, lobby or work area. Charge each person to play, and award a prize to the player with the lowest score.

## IN-PERSON ACTIVITIES, cont'd.

- **Paper Airplane Contest** - Charge a fee per piece of paper to make a plane and award the plane that flies the longest distance.
- **Pie in the Face/Shave the Boss** - Have the CEO or management challenge the staff to raise a certain amount, if they meet that threshold, they throw a pie in their face, or get to shave the head or face of that person.
- **Photo Scavenger Hunt** - Have employees pay to play, break into teams and embark on a scavenger hunt around town.
- **Food Drive/School Supplies** - Conduct a food drive or collect school supplies for needy children as a part of your campaign. This is a great way for people to participate who may feel like they can't afford payroll deduction or a monetary gift.

## OFFER INCENTIVES

Looking for more motivation? Try these out:

- **Jeans day/Casual day coupons**
- **Extra vacation days**
- **Reserved parking space**
- **Chair massage**
- **Gift cards**
- **Free brand items from your company**
- **Sporting event tickets**
- **Movie tickets**
- **Concert tickets**
- **Event passes**
- **Trophies or plaques**
- **Department parties**

Many local businesses will donate items for prizes or give deep discounts when told the gift is for United Way of Northern Shenandoah Valley. Your vendors may even be willing to donate prizes.