

# SPECIAL EVENT IDEAS



United Way of  
Central Texas



## USE SPECIAL EVENTS TO MAKE YOUR CAMPAIGN FUN & INFORMATIVE!

*Make your campaign fun and memorable! It's easy to do! Even workplace campaigns with limited time and no budget can be fun for everyone. Here are some proven ideas to put fun into your campaign. These activities are in addition to the best practices you're already familiar with – having United Way presentations, direct solicitation, and promoting UWCT's Community Impact Fund—and help capture your employees' attention, build morale, and make your workplace campaign memorable. By increasing awareness and excitement around UWCT's annual workplace campaign, you can be increasing the impact your company is making in the community!*

## ACTIVITIES & EVENTS

Below are different activities and events that can add awareness, excitement, and **fun(ds)** to your United Way campaign!

### Basket Auction

Ask each department in your organization to sponsor, create, and fill a theme basket (spa, chocolate, golf, cooking, etc.). The baskets are then auctioned off.

### Car Wash

Charge employees to have their car washed by management. Make sure to take pictures!

### Coin War

Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins a prize (pizza party, ice cream social, etc.).

### Balloon Pop

Employees or vendors donate prizes for this event—a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees buy a balloon and pop it to find out what prize they've won.

### Who Is It?

Gather baby pictures of co-workers. Have a contest to see who can correctly identify the most coworkers' baby pictures. Contestants pay a fee to take part. Give an award for the most correct matches.

### Bingo

Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

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## ACTIVITIES & EVENTS

### Scavenger Hunt

Employees pay an entrance fee to hunt for hidden items around the office or neighborhood. Give employees a time limit. Award the winning team a prize. Add themes by having employees dress as detectives or hunt for themed items.

### Virtual Trivia

Have someone from your team be a "host" and pull trivia questions offline, in a theme of your choosing. Employees would pay a flat rate to participate (\$20-\$30). Having a prize for top scorer would entice those to enter.

### Zoom Costume Contest

This could be held during an all staff or a special meeting be created. Have employees pay a flat rate fee to enter. Make sure to have at least 2-3 prizes to handout to costume winners. However they don't always need to be physical items, could be a day off or something else that comes at no cost to your company.

### Favorite Football Team Day

Sell stickers that allow employees to wear football attire during the season. Host a tailgate party during lunch asking employees to bring their favorite dish.

## FOOD RELATED

### Root Beer Float Sale

This is a welcomed activity for those hot summer afternoons in July and August.

### Bake Sale/Cookie Exchange

Ask employees to bake their favorite cookies or other goodies. Sell plates of the treats to employees. Charge an additional fee for the recipe.

### Employee Cookbook

Encourage employees to donate their favorite recipes to be collected, published and sold in a company cookbook. Request employees' children provide illustrations.

### Popcorn Sale

Have a popcorn bar with several toppings.

### Chili Cook-Off

Employees cook their favorite chili. Organize a panel of "expert" judges to decide on the best recipe. Charge employees to sample and eat lunch or even have the employees vote.

### Potluck Payoff

Organize a potluck lunch and have everyone bring a favorite dish. Vote for the best dish (appetizer, main course, or dessert) with dollars. The dish in each category with the most votes wins!

### Pizza Party

Order pizza and sell tickets to participate.

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## YEAR-ROUND ACTIVITIES

Some companies are expanding their campaign and building awareness by holding an activity every month or two. Here are some great "monthly" ideas.

### January - the 19th is National Popcorn Day

Why not turn your break room or conference room into a movie theater, show old movies or television shows, pop some popcorn, and charge admission! Or, sell freshly popped popcorn by the bag.

### February - the 14th is Valentine's Day

Help your co-workers with their shopping by selling chocolates or flowers, with the profits going to United Way. You can also offer special Candy Grams to send to other employees.

### March - the 23rd is National Chip & Dip Day

Celebrate by inviting co-workers to make their favorite dip or salsa recipe. Charge a fee to sample the entries and \$1 each for copies of the recipes.

### April - Try an Easter Egg Raffle

Fill plastic Easter eggs with raffle numbers. People buy eggs or "chances" for springtime prizes such as potted flowers like tulips, daffodils, hyacinths, and lilies.

### May - the 15th is National Chocolate Chip Day

Sponsor a baking contest. Votes are cast for the best chocolate chip recipe with dollars or change.

### June - National Dairy Month

Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

### July - the 23rd is National Hot Dog Day

Have a cook-out and play Hot Dog Trivia!

### October – the 31st is Halloween

Have a pumpkin carving or decorating contest! Vote by placing money in a container for each pumpkin.

### November - Hold a "Frozen Turkey Bowl"

Use 2-liter plastic bottles filled with water for bowling pins and a frozen turkey as a ball.

## INCENTIVE & PRIZE IDEAS

- ▶ Bonus vacation days
- ▶ Dress-down days
- ▶ Sports or area event tickets
- ▶ Executive parking
- ▶ Gift certificates donated by local businesses
- ▶ Longer lunch periods
- ▶ Company giveaways
- ▶ Sleep-in late or leave-work-early coupons
- ▶ Day off to volunteer
- ▶ Cafeteria coupons
- ▶ Lottery tickets
- ▶ Goodie Bags
- ▶ Movie passes