

'Fun' Raiser Ideas to Support Your United Way Campaign

LIVE UNITED.



**United Way of
Lancaster County, Inc.**

United Way's Community Impact Fund helps local people 365 days a year. Your support to the United Way Campaign is more important than ever as our community recovers from the COVID-19 health crisis. Check out fun ways to boost your virtual United Way campaign here:

1. Spirit Week – Plan a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day . . . you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings.
2. Talent Show – Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy, or have a special hidden talent. Charge “admission” to view, and vote on the winners with an extra donation.
3. Dress UP Day – Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of quarantine-comfy clothes!
4. Special Delivery – Beep beep! Have your company executives deliver lunch to the highest bidder or raffle winner. Delivery can be dropped off at the door!
5. Department Challenge – Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.
6. Baby Photos – Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!
7. Cutest Pet Contest – Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.
8. Lunchtime Bingo – Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.
9. Candy Count – Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

Offer Incentives! Incentives are a great way to increase enthusiasm and participation and also encourage employees to pledge promptly. Here a list of ideas:

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| 1. Designated Parking Space | 7. Car washed by boss or co-worker |
| 2. Afternoon off of work | 8. Leave 1-hour early/come in 1 hour late |
| 3. Lunch with the boss (out of office and the boss pays) | 9. Office redecorated or cleaned — Trading Spaces |
| 4. Movie/game/play tickets. | 10. Gas and car wash gift certificates |
| 5. Snooze day (allowed to come in late) | 11. Jeans on Fridays |
| 6. Golf with the boss | 12. Company promotional items |

Special events are your opportunity to add a little something extra to the campaign! Not only do they raise extra funding for United Way, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your employees about United Way and most importantly, have FUN!! And remember, not every special event has to be elaborate.