

# United



## CAMPAIGN EVENT HOW-TO GUIDE

Let's get UNITED for Southern Maine! In this Campaign Event How-To Guide, find an assortment of activities and resources to help you and your team raise awareness, funds, and spirits in support of your United Way workplace campaign.

This guide offers you a collection of options that we have tried, ideas that have been shared, and some helpful how-tos.

### EVENT IDEAS WITH HOW-TOS

- Can Drive Kan Jam Tournament
- Walk for United Way
- Trivia Night
- Silent Auction
- Karaoke for a Cause
- PTO Raffle

### OTHER EVENT IDEAS WE LIKED

- Kit Making, Appreciation Grams, Bake Sale, Bike Off, Garden or Plant Sale, Holiday Party, Photo Contest, Wii Bowling Tournament
- Have a great engagement idea? Share it with us at [info@uwsme.org](mailto:info@uwsme.org).

**For More Information:** Contact your ECM or United Way of Southern Maine Corporate Engagement Manager.

## CAN DRIVE KAN JAM TOURNAMENT

**GOOD FOR:** Several teams of two people

**TYPE:** In-person

**TIME:** 1-2 hour

**DESCRIPTION:** Bring your co-workers together for a fun, outdoor frisbee game to benefit United Way and your local food pantry.

**HOW TO DO IT:** Rent or buy a few Kan Jam sets. Invite co-workers to get in teams of two and register for a fee to join a Can Drive Kan Jam Tournament. Present the option to bring in non-perishables to donate to your local food pantry for extra points. Keep it casual or create a competition bracket to see which team comes out on top. Have a fun prize for the winning team!

## STEP CONTEST - WALK FOR UNITED WAY

**GOOD FOR:** Any size

**TYPE:** Virtual or in-person

**TIME:** Ongoing

**DESCRIPTION:** Invite your team to count their steps in a friendly competition to see who can reach their goals! Focus on how movement helps your physical and mental health and share United Way's Community Report to showcase how your contributions improve health for neighbors throughout Southern Maine.

**HOW TO DO IT:** Invite co-workers to join the challenge for a fee and start tracking their steps in a step tracking app like Step Up or Move Spring to see who goes the furthest over a certain time frame. Set up a group fundraising goal and use GiveSignUp.org, Charity Foot Prints, Charity Miles, MoveSpring, or MobileCause to create a donation page. Encourage co-workers to get together for walks and get those steps in! Celebrate the winner with a small prize and share the results of the fundraising.



## TRIVIA NIGHT

**GOOD FOR:** Any size (break-out groups recommended for large groups)     **TYPE:** Virtual or in-person

**TIME:** 1-2 hours

**DESCRIPTION:** Host a Trivia night using a theme or UNITED messaging. Charge a price for team and individual entry. Make silly 1st, 2nd, and 3rd place trophies, or make it REALLY interesting and have your top prize winners get a Friday off.

**HOW TO DO IT:** Invite your co-workers to get teams together for a staff trivia night. Choose a trivia master and have them create some fun, conversation-starting questions based on your theme. Remind everyone participating that the small fee to sign up goes to your local United Way and share an impact video so your colleagues can see the impact of their support. Have a few fun prizes for the winning team and runner-up!

## SILENT AUCTION

**GOOD FOR:** Any size

**TYPE:** Virtual or in-person

**TIME:** Ongoing

**DESCRIPTION:** Raise funds by auctioning a variety of fun, unique, and useful items, services, and experiences. Auctions can work online or in-person. The concept is simple—the highest bid wins!

**HOW TO DO IT:** Encourage your co-workers to donate popular items like gift cards, services, wine and spirits (if allowed), or gift baskets, as well as unique and rare ones (sports memorabilia, autographed items, virtual coffee with a prominent person within your organization, artwork, crafts, etc.). Variety is key! Silent auction sites like Bidding Owl, Rallyup, OneCause, and ClickBid make managing the auction a breeze.

## KARAOKE FOR A CAUSE

**GOOD FOR:** Any size

**TYPE:** In Person

**TIME:** 1 hour+

**DESCRIPTION:** Karaoke is the PERFECT for your team members who are born performers and a great way to get people excited about giving.

**HOW TO DO IT:** Invite your co-workers to sign up to sing a song of their choice! Set a dollar amount for each song and invite everyone to bid on songs. For example, each song has to raise \$50 from their co-workers before they can sing. Raise money throughout the week and keep sending out reminders to bid on songs so everyone can hear their colleagues perform in full force. Have people pledge throughout the week leading up to a karaoke party!

## VACATION DAY RAFFLE

**GOOD FOR:** Any size

**TYPE:** Virtual

**TIME:** Ongoing

**DESCRIPTION:** Could your team use an extra vacation day? Set up a raffle for staff to enter for an extra vacation day to benefit United Way of Southern Maine.

**HOW TO DO IT:** Invite your team to enter for a chance to win an extra vacation day! Each entry would cost a small fee that could be paid via Venmo, Paypal, or Apple Pay with proceeds benefiting United Way of Southern Maine. Maybe even provide the chance for people to enter multiple times for an additional donation! When you announce the winner, share the results of the fundraising with a big check photo op!



## OTHER IDEAS WE LIKED:

- Kit Making:** Gather your team to volunteer to make warming kits, literacy kits, snack packs, and more to go directly to children and adults in our programs. Contact [volunteer@uwsme.org](mailto:volunteer@uwsme.org) for more information.
- Appreciation Grams:** Design notes of thanks or congratulations for co-workers to buy and send to each other.
- Bake Sale:** Invite co-workers to bring in and sell delicious baked goods. As a bonus, ask your company if they will match the funds raised.
- Bike Off:** Compete for a cause! Gather for an in-person bike ride or jump on your home exercise bikes and compete against team members or another company.
- Garden or Plant Sale:** Have the green thumbs on your team sell starts or produce from their gardens.
- Happy Hour:** Hosting an in-person or virtual happy hour can be a great bonding experience for you and your co-workers.
- Holiday Party:** Bring your co-workers together for a holiday meal and mingle by hosting a virtual or in-person holiday party.
- Photo Contest:** Host a themed photo contest and have your colleagues submit photos. Let the whole office vote (for a price!) on which one best meets the theme. Themes could be Thriving Southern Maine, Great Outdoors, Hidden Beauty—the options are limitless, so get creative!
- Raffle:** Do a 50/50 raffle and get folks to chip in with Venmo, Paypal, or Apple Pay. Set a deadline, send the invite, and away you go!
- Wii Bowling Tournament:** Same idea as the Outdoor Game Tournament, only with a Wii or Switch!

## HELPFUL TOOLS & PLATFORMS:

**Bidding Sites:** Bidding Owl, Rallyup, OneCause, ClickBid

**Registration Platforms:** Eventbrite, MobileCause, Constant Contact Events

**Running/Active Platforms:** GiveSignUp, Charity Foot Prints, Charity Miles, MapMyRun, Strava, MoveSpring

**Polling or Surveys:** SurveyMonkey, Mentimeter, Doodle

**Trivia:** TriviaMaker, Kahoot, Mentimeter

