



## CAMPAIGN EVENT IDEA GUIDE

United is the way to bring your team together, have fun, and create impact! In this Campaign Event Idea Guide, you can 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 a collection of tried-and-true options with instructions for making each event a success.

### EVENT IDEAS WITH HOW-TO GUIDES

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| <input type="checkbox"/> Surviving as ALICE Activity | <input type="checkbox"/> Trivia Night      |
| <input type="checkbox"/> Kit-Making                  | <input type="checkbox"/> Silent Auction    |
| <input type="checkbox"/> Cornhole Tournament         | <input type="checkbox"/> Walking Challenge |

### OTHER EVENT IDEAS WE LIKED

- ☐ 50/50 Raffle, Appreciation Grams, Bake Sale, Bike Off, Chili Cook-off, Coffee Hour, Garden Sale, Karaoke Challenge, Photo Contest.
- ☐ Have a great engagement idea? Share it with us at [info@uwsme.org](mailto:info@uwsme.org).

### HELPFUL TOOLS & PLATFORMS:

**Bidding Sites:** [Bidding Owl](#), [ClickBid](#), [OneCause](#), [Rallyup](#)

**Registration Platforms:** [Eventbrite](#), [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



# EVENT IDEAS WITH HOW-TO GUIDES

## Surviving as ALICE Activity

Invite United Way staff to lead an interactive session at your workplace that sheds light on the difficult decisions ALICE (Asset Limited, Income Constrained, Employed) households make every day. Attendees will learn about ALICE, manage an ALICE Household Survival Budget, and try to face unexpected expenses, like car repairs.

**How to do it:** Work with your Corporate Engagement Manager or Loaned Executive to schedule a time with United Way staff to run this in-person activity. All materials are provided.

## Kit-Packing Activity

Hands-on volunteer projects are an awesome way to engage employees and address urgent needs in our community. Projects could include school supplies, warming kits, literacy kits, and snack bags.

**How to do it:** Meet with your United Way Corporate Engagement Manager or Loaned Executive to choose a kit-packing project that matches your organization's interests and community need. Your organization covers the cost of supplies and staff time; United Way staff will purchase the items, coordinate the event, and distribute the kits locally.

## Cornhole Tournament

Get the team outside after work for a fun, competitive round of cornhole. Ask to borrow United Way's cornhole set or find a local brewery with a set. You can also try ladder toss, bocce ball, croquet, or other lawn game.

**How to do it:** Staff pay to a small fee to enter the tournament as teams or individuals. Run a bracket and crown a winner. Don't forget to announce the total amount raised for United Way.

## Trivia Night

Host a Trivia night and invite teams to register for a price. Make silly 1st, 2nd, and 3rd place trophies—or make things really interesting and give your top team an extra Friday off.

**How to do it:** Invite staff to put together teams for a trivia night. Choose a trivia master and have them create fun, conversation-starting questions based on your theme. Remind everyone participating that the small fee to sign up goes to your local United Way.



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## Silent Auction

Auction off 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:** Invite co-workers to donate auction items, like handmade crafts, gift cards, services, wine and spirits (if allowed), or gift baskets. Variety is key! Silent auction sites like [Bidding Owl](#), [Rallyup](#), [OneCause](#), and [ClickBid](#) make managing the auction a breeze.

## Walking Challenge

Count your steps in a friendly competition to see who can reach their walking goals! Encouraging movement and spending time outside improves our physical and mental health.

**How to do it:** Staff can join the challenge for a small fee and start tracking their steps in Step Up, Move Spring, or another tracking app. Encourage co-workers to get together for walks and get those steps in! Celebrate the winner with a small prize.

## Other Ideas We Liked:

- ☐ **50/50 Raffle:** Easy and popular! Host a 50/50 raffle and invite folks to buy raffle tickets. Winner gets to keep half the pool.
- ☐ **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.
- ☐ **Chili Cook-off:** A delicious competition to crown the best chili chef! Participants enter their chili and hungry voters can make a donation to try a bowl of each. Count the votes and award the winner! Don't forget to provide chips, sour cream, and Tums.
- ☐ **Coffee Hour:** Host a morning coffee hour to connect with colleagues and talk about community issues. Invite your Corporate Engagement or Loaned Executive to participate in the conversation.
- ☐ **Karaoke Challenge:** A great activity for your extroverted colleagues! Charge a small fee for folks who want to watch the musical entertainment.
- ☐ **Photo Contest:** Host a themed photo contest and have your colleagues submit photos. Let the whole office vote (for a price!) on which one meets the theme. Themes could be Thriving Southern Maine, Great Outdoors, Hidden Beauty—the options are endless, so get creative!



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