



United Way
Halton & Hamilton



LOCAL LOVE - UNITED APART

Special Events Toolkit

Special Events

"Where do I start?"

Creating excitement and bringing employees together is still an important part of a campaign. Even when employees are working virtually, this is a great time for fun interactions between colleagues. Now is the time to flex your creativity muscle! Here are a few virtual event ideas to get you started:

Challenge-style Events

Create some excitement in your workplace and draw up challenges or a competition with your peers. Challenges should have a level of difficulty associated- people are more likely to sponsor you to run a 5km vs. walk around the block. Talk to United Way about an online tool that can be used to collect donations from colleagues, family and friends.

You can choose to fundraise for challenges in different ways:

- 1 week food bank challenge
 - Get a senior leader in your organization to commit to eating meals that consist only of food available at a foodbank.
- Out of the cold challenge
- Crowdfunding 24 hour fast
- Live Stream fundraising day across community/workplaces
- "A-thon" type of event
 - Play video games, board game, lawn games, etc. for 12 hours straight

Health & Wellness Themed Events

Keeping healthy is an important priority for all of us. Team up with your health and wellness committee to run an event together. They might have some budget to use for prize incentives, or to make a gift directly to your fundraising event.

- Run/Walk/Roll
 - Set a course and have staff compete the event at a distance
- Creative fitness!
 - For example, for every \$10 raised, you commit to...
 - Push-ups, sit-ups, squats, jumping jacks
 - Laps around a popular spot in the city
 - Km on your indoor fitness equipment
 - Zumba/dancing
 - Hiking
 - Laps of your pool
- Video game Sport Tournament
 - Wii tennis

Other Event Ideas

- No-Gala Gala
 - Enlist a band to volunteer, dress up (or wear your PJ's) and enjoy the evening!
 - Add on an online auction or bidding activity for additional revenue
- Virtual Trivia
- Virtual Cooking Lessons
- Master Chef Event– cook meal and deliver to highest bidder/employee gift within the hour
- Virtual Escape Rooms
- Pay to play bingo (caller announces via email)
- Online card tournament (e.g. Euchre)
- Game show
- Drive-in movie night (from 2 metres apart!)

Contests

*Please contact the Alcohol and Gaming Commission of Ontario (AGCO) for contest rules & regulations, raffle permits, etc.

- Online Auction
- Raffles, 50/50, Gift baskets, Day(s) Off, Key to a box with prizes
- Wine/Gift Card Survivor
- Community Webcast

Promoting your fundraising efforts to your network

An easy way to promote your peer-to-peer fundraising events is by using your social media! Here are some tips and tricks to help you reach your fundraising goals leveraging your social media:

- Social Media/Digital Communications Platforms: Instagram, Facebook, Twitter, TikTok, LinkedIn, E-mail
- Always include your personal fundraising page link and add it to the bio on your profile
- Include personal pictures to catch people's attention in their social feeds
- Be mindful of your tone depending on the social media platform (casual on Instagram vs. professional on LinkedIn)
- Use the messenger function on the platforms to let your network know what you are participating in and that you are raising money
- Post on multiple fundraising platforms and don't be afraid to use your stories!
- Tag UWHH and include #LocalLove and @UnitedWayHH



Non-Traditional Fundraising

Now is also an exciting time to think outside the campaign box! Are there opportunities for funds outside of the employee campaign at your workplace?

- Sponsorship - ask your UW Staff Partner for a Sponsorship Package to see which opportunities resonate with your company
- Are there cost savings from your workplace available that otherwise would have spent on such things as in person events, meetings and catering?
- Does your company provide a match for employee volunteering? If not, could this be an opportunity?
- Consider a digital point of sale campaign/portion of your company's sales to encourage online sales/interactions and show your customers that you're a caring company!
- Bottle Drive / Scrap Metal Collection / Hazardous Waste Collection Donate the refund you receive from recycling to your United Way campaign!
- Use gifted items from vendors, suppliers, law firms etc for incentive prizes, online auctions to bolster funds. Or, request event sponsorship, financial donation, or in-kind donations from them toward your campaign.
- Request a donation to UW in place of payment for use of your property/services. (Ex. film company uses property and makes a donation to UW in exchange for use of land)
- Does your workplace have internal employee surveys? Encourage employees to complete the survey by incentivizing a gift given at \$X amount for participation.
- Is your workplace encouraging clients to do online business/online statements/mobile banking or billing? Offer to provide a corporate gift to UW for each online/mobile conversion.

