



United Way of Dane County

# Campaign Special Events Guide

Special events motivate and promote team spirit, raise awareness around community needs and raise money to support family well-being. Consider including in-person or virtual special events to bring employees together, support our community and have fun!

## Highlighted Events

- **Virtual Trivia** – Host a virtual trivia lunch or night with United Way. We will provide the technology, questions and entertainment. Step it up a notch by adding a theme or by providing prizes for top teams and best team name. Trivia can be customized for your group – contact us to get started!
- **Bingo** – Send bingo cards electronically and either have a virtual call to read off numbers or call one number every business hour during one week of your campaign. Contact us for bingo card PDFs to use.
- **Virtual 5k** – Encourage exercise and healthy habits by hosting a virtual 5k run/walk. Send out a sign up, collect funds and have fun! Ask people to share selfies to increase participation.
- **Silent Auction** – Set up a silent auction so employees can bid on items, baskets and experiences. Get creative by offering experiences like virtual coffee with the CEO, virtual paint night or cooking classes. The more creative, the higher the bids! For a virtual platform, check out [www.32auctions.com](http://www.32auctions.com).

## Additional Events

- **Talent Show** – Line up virtual performances from talented team members and schedule a time. Charge “admission” to attend the virtual meeting. Bonus: charge an additional fee to vote on the winner.
- **Cutest Pet** – Ask people to submit a picture of their pet for a small donation. Post the pictures to your intranet or send an email and allow everyone to vote.
- **Company Cribs** – Nominate and donate for coworkers to give a tour of their house, garden or cool office set up. Give coworkers an “out” if they match the donation. Record or share live on a virtual call.
- **Recipe Exchange** – Have coworkers share their favorite recipe and create a digital cookbook.
- **Date Night Packages** – Ask local restaurants to donate gift cards. Auction off mystery gift cards for a night “in” with a fun at home date night idea.

## Useful Tools & Tips

- **Special Events Recipe Book** – check out detailed “recipes” including instructions, best practices and sample communications. [Click here to access the Recipe Book.](#)
- **MobileCause Text to Give** – United Way has a giving platform (text or website) that can be utilized to collect money for special events. We will track registration and payment amount and provide an update to Employee Campaign Managers. Contact us for additional information and to sign up.
- **Get Creative** – Do you have favorite events from previous years? Look at ways you could adapt a similar event virtually or remote. Ask us if you would like help brainstorming.
- **Utilize Your Team** – Lean on different departments for strengths including communication, marketing, technical services (for sign up forms and voting platforms), etc.

Have questions or additional ideas for special events?  
Contact [campaign@uwdc.org](mailto:campaign@uwdc.org).