

SPECIAL EVENTS GUIDE: Motivate and Promote Participation

Running a United Way Campaign with special events is good for Dane County and your organization as it brings employees together to support our community and have fun! Include one or more special events to help motivate and promote team spirit, raise awareness and raise money to support family well-being.

We have adapted favorite events and created new event that can be done both in-person or virtually. If you have additional ideas, please share them with us to help other companies and their campaigns.

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 1 number every business hour during 1 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 where 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! If you're looking for a virtual platform, check out 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 share a tour of their house, garden, cool office set up or something else they are passionate about. Give the coworker an "out" by matching the donation. These could be recorded or done 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.

Virtual Fitness Challenge – Allow anyone, anywhere to support United Way by remaining healthy and active. Use our preferred partner, Kilter, to set up wellness and fitness challenges to engage your workforce. Ideas include all-inclusive wellness challenge, steps challenges, cycling challenges or a virtual triathlon! Kilter is a mobile platform that does all the work for you, visit www.kilterrewards.com/employers to learn more and email friends@kilterrewards.com to get started!

Bucky Book – The Bucky Book makes a great gift! \$12 from each book comes directly to United Way of Dane County and gets applied towards your special event total. Share this opportunity with your staff and help raise money for our community! Go to www.buckybook.com/united-way-dane-county to get started.

Virtual Paint Night – Host a virtual paint night with Wine & Design Madison with \$10 of each paint kit going to support United Way of Dane County. They are experts in streamlined virtual events and can make paint kits available for pickup (minimum of 10 participants). Learn more at www.wineanddesign.com/ and contact us for more information!

Useful Tools/Tips

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.

Contact us at campaign@uwdc.org with any questions or to request resources or additional information.