



United Way
Fort McMurray
and Wood Buffalo

SPECIAL EVENTS

Putting the *fun* in fundraising

Special Events are a fantastic, low-cost way to raise awareness, infuse your workplace with energy, and boost employee morale. They certainly help raise money, but they also build excitement and momentum for your annual United Way workplace campaign. Here are some ideas:

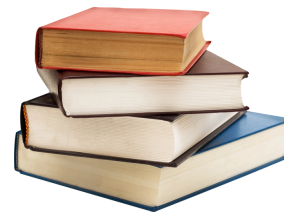
Triple T Auction

Staff donate talent (skills), time, or treasure (items). Host a silent auction or invite a guest auctioneer for a live bidding showdown!



Bake / Book Sale

Sell homemade treats or gently used books with proceeds going to United Way.



Leadership-Inspired Fun

Get senior management involved for maximum impact!

- BBQ Lunch or Breakfast: Executives serve meals to kick off your campaign.
- Dunk Tank / Pie Throwing / Jail & Bail: Pay to dunk, pie, or bail out your favorite exec!
- Lip Sync Challenge: Staff and leaders compete for best performance.
- Shoe Shine: Executives shine shoes for donations.



Offer Incentive Prizes

Incentive prizes can be used to motivate employees to participate.

Day Off with Pay

Employees are entered to win additional vacation days.

Executive Parking

Employees are entered to win the use of a parking spot close to the building.

Lunch with CEO

Opportunity knocks: an hour of lunch and open and honest conversation with the CEO.

Workplace VIP Day

Employees are entered to win a special day where their partner, child, or family member can join them at work.



Games & Challenges

Bring the fun to the office and raise funds! Boost engagement with department vs. department competitions.

Bowling Night

Spend an evening with your colleagues bowling.



Carnival / Mardi Gras Games

Employees pay to play a variety of games.

Department Derby

Set up a racetrack with horses for each department. As teams raise funds or boost participation, their racer moves forward. More donations = more speed!

Crossword Puzzle

To create awareness, generate a crossword puzzle using answers from United Way's website.

Ugly Sweater or Tie Day

Employees vote on their favorite or "ugliest" item.

Talent Show / Karaoke

Employees compete for the title of "Workplace Idol." Executives or local celebrities can guest.

Scavenger Hunt / Amazing Race

Teams race to solve clues and complete challenges around the office, community or online. It's a fun, fast-paced way to build team spirit and raise funds.

Spelling Bee

Use United Way words (messaging, agency names, etc) to create awareness. Employees vs. management.

Piggy Bank Challenge

Decorate piggy banks and compete for "Best Dressed" or "Fattest Pig" (most donations). Use them to collect spare change throughout your campaign.

Office Olympics / Mini Golf / Intermurals

Host daily game sessions during your campaign and charge a flat team fee to spark team spirit and friendly competition across departments.

Food-Based Fundraisers

Food brings people together and supports a great cause!

Coffee Cart

Serve coffee and treats while sharing pledge forms or sell specialty drinks (e.g. Iced coffee) with proceeds supporting United Way.



Potluck Lunch

Bring your favorite dish and enjoy a shared meal! Charge a small fee with all proceeds supporting campaign.



Pizza Night

Treat the night shift and invite a UW or agency speaker.

Taco in a Bag

Serve up walking tacos with all the toppings in a chip bag! Charge a fee per bag and let staff enjoy an easy lunch while supporting United Way.

Chili Cook-off

Compete for the best recipe! Charge a small fee per bowl.

Pay to Play

Offer fun incentives for campaign participation:

Casual / Jean Day

Donate to dress down or to wear jeans on a Friday.

Dress-Up Days

Wear red for United Way or themed outfits.

Team Jersey Days

Rep your favorite team jersey weekly for a small donation.



**Don't forget to pick up or inquire about "I dress this way for United Way" stickers!*

Games of Chance & Draws

Offer fun incentives for campaign participation.

Classic 50/50 Draw

Sell tickets and split the pot: 50% to the winner, 50% to United Way.



Golden Ticket Raffle

Hide one winning ticket among many. The lucky winner gets a premium prize!

Local Gift Card Tree

Raffle off a “tree” filled with gift cards from local shops and restaurants.



Prize Raffle

Collect donated items or experiences (gift cards, event tickets, baskets) and raffle them off. Offer tiered ticket pricing for more chances to win.



“Pick a Stick”

Label popsicle sticks with numbers. Prizes are labeled with matching numbers. Participants pay to pick a stick. Some win big, some get a laugh, and all proceeds support United Way.

Vacation / Experience Raffle

Partner with local businesses to raffle off a weekend getaway, spa day, or adventure experience.

Theme Basket Raffle

Create themed baskets (movie night, coffee lovers, self-care, etc.) and raffle them individually.

Incentive Raffles

Raffle off parking spot, lunch with the CEO or workplace VIP day.

“Skip the Line” Pass

Raffle off a pass that lets the winner skip lines at company events or in the cafeteria.

