

# WORKPLACE SPECIAL EVENTS TOOLKIT



# Bringing the FUN to Workplace Fundraising

Planning a fundraising event at your workplace? You're not just supporting United Way and your community — you're also boosting team spirit, increasing awareness, and creating opportunities for your colleagues to connect in a meaningful (and fun!) way.

## Here's how to get started:

1. Connect with your United Way staff partner and workplace campaign committee to review what's worked well in past campaigns.
2. Assemble your planning team to start organizing your event.
3. Define your goals — are you aiming to raise funds, build awareness, boost morale, or all of the above? Decide on your audience and set a date.
4. Set clear, achievable targets for participation and fundraising, and brainstorm creative ways to meet them.
5. Choose your event concept. Not sure where to start? Check out the event ideas in this guide for inspiration.
6. Share your idea with your United Way staff partner for feedback and support. United Way has several platforms to help your event be successful. Check out the event platforms below.
7. Create a detailed event plan and budget, then seek approval from your campaign committee or leadership team.
8. Promote your event across multiple channels — like your intranet, social media, email, staff meetings, and posters in shared spaces.
9. Collect donations online or via pledge forms, and submit the funds following United Way's Finance Guide. ([hyperlink](#))
10. Celebrate your success! Thank your coworkers, leadership, and any vendors who helped make your event a success.

Workplace fundraising has the power to create lasting impact — not just in the community, but across your team. Let's make it meaningful. Let's make it fun.





## Special Event Concepts:

### Gift Card Survivor

Host a fun competition where players compete in rounds to win gift cards. Participants pay to enter, and the last one standing wins the biggest prize. Great for friendly fun and fundraising!

### Online Auction

Host an online auction where the highest bidder wins! Include a mix of items like gift cards, gift baskets, unique memorabilia, or virtual experiences. Ask coworkers to donate popular and special items to attract more bids and support for a good cause.

### Executive Breakfast or BBQ

Have your company's top leaders cook up breakfast or BBQ for the team. Colleagues make a donation to attend — a great way to raise money and connect with leadership in a fun setting.

### Live Music Night

Partner with a local venue to host a charity concert featuring local artists. Performers can set up fundraising pages so supporters can donate even if they can't attend. Sell tickets and encourage bands to promote and fundraise ahead of time. Boost excitement by inviting guest judges like local celebrities, influencers, or senior leaders to help spotlight the event.

### The Great United Way Bake Off

Have a baking competition! Participants bring treats, and others donate to taste and vote for their favourites. Choose a theme (like cookies or pies) and make sure to follow any food safety rules.

### Board Game Day

Host a board game night for all ages! Charge a small entry fee, offer a variety of games, and run mini tournaments with fun prizes for the winners.

## What are Crowdfunding Events:

**Crowdfunding** is a way to raise money by collecting small contributions from a large number of people, usually online. See below some examples that workplaces have used to raise funds.

Participate in one United Way's fundraising events!

**UPS Plane Pull & Campaign Kick Off:** Pull a plane, have fun, and make an impact! Compete, fundraise, or team up with friends - all to support vital United Way programs. Together, we're stronger!

**Sleepless For Our Community:** Sleeping in a car is cold and uncomfortable - and a harsh reality for many in our community. Join local volunteers by spending a night in your car to raise funds and awareness. Participate, donate, and help fight poverty close to home.

# Health & Wellness Events

Promote healthy living while raising funds! Partner with your workplace wellness committee — they may even have a budget for prizes or donations.

## Ideas include:

- **Run/Walk/Roll:** Set a distance and have people complete it on their own time.
- **Fitness Challenges:** Do push-ups, squats, laps, or dancing for every \$10 raised.
- **Hiking or Swimming:** Track your progress and get sponsored for your efforts.
- **Virtual Sports Tournaments:** Host a fun video game competition with games like Wii Sports or fitness apps.

## Beach Volleyball Tournament

Host a fun-in-the-sun volleyball tournament! Have teams fundraise to join, and offer prizes or incentives for hitting fundraising goals. Great way to get active and support a good cause.

## Bowling Tournament

Teams raise money to enter. Get local businesses to sponsor lanes, and boost fundraising with snacks, merchandise, or a silent auction.

## Dance-a-Thon

Get people moving with a dance-a-thon! Dancers raise money to enter and collect donations as they go. Offer prizes for the longest dancers, song requests, or crowd favourites..

## Dodgeball Tournament

Teams raise a minimum amount to join and compete in a fun dodgeball showdown. Let them get creative with team names and bring their own cheering squads.

## Football Tournament

Host a flag football tournament for charity. Charge entry fees or ask teams to fundraise, and add extra fun by selling snacks, merch, and VIP seating.

## Ping Pong Tournament

Set up a ping pong competition! Players raise a minimum amount to enter, and their friends and coworkers can donate, cheer them on, or even join in. It's an energetic way to build buzz and find your workplace champion.

## Cornhole Tournament

Host a fun-filled Cornhole tournament to raise funds for United Way. Teams can pay an entry fee or fundraise to participate, with additional fundraising through snacks and beverages sold on-site. Don't forget - United Way has a custom Cornhole set available to borrow for your event!

## 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



## Non-Traditional Fundraising Ideas

**Think beyond the usual workplace campaign! Here are some other ways to raise funds:**

- Ask your United Way staff partner for a **Sponsorship Package** to find opportunities that fit your company.
- Save costs from things like in-person events, meetings, or catering and redirect that money to fundraising.
- See if your company matches employee volunteering — or suggest it as a new idea.
- Run a **digital point-of-sale campaign** where a portion of sales supports United Way.
- Collect bottles, scrap metal, or recyclable waste and donate the refunds to your campaign.
- Use donated items from vendors or partners for prizes, auctions, or sponsorships.
- Offer your property or services in exchange for a United Way donation (like letting a film company use your space).
- Use employee surveys as a fundraiser by offering a gift for survey completion.
- Encourage clients to switch to online or mobile services and donate for each conversion.

These creative ideas can boost your fundraising and show your company's commitment to the community!

# Digital Platforms to Support Your Event

## iAttend – Event Management & Attendance Tracking

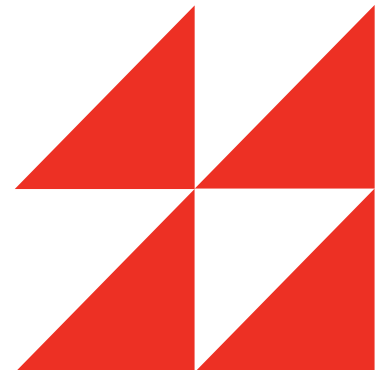
iAttend is a cloud-based software designed for managing event registrations and tracking attendance.

### Key Features:

- Customizable registration forms and ticketing
- Real-time attendance tracking via United Way Staff Partner
- Automated email confirmations and reminders
- Minimum fundraising goal of \$250 for use of this platform.

### Ideal For:

ticketing, Corporate events, workshops and any pay to participate events.



## BiddingForGood – Online Auctions & Fundraising

BiddingForGood, enables organizations to host online and mobile auctions. It provides tools for event promotion, registration, and secure payment.

### Key Features:

- Customizable auction pages with branding options
- Mobile bidding capabilities for real-time participation
- Comprehensive reporting and analytics tools
- Minimum fundraising goal is \$5,000 for use of this platform

### Ideal For:

Silent auctions, gala events, and virtual fundraising campaigns.

## Raisin – Peer-to-Peer Fundraising Platform

Raisin is a Canadian-based platform specializing in peer-to-peer fundraising. It allows participants to create personalized fundraising pages, track donations, and engage their networks.

### Key Features:

- Customizable fundraising pages with multimedia support
- Team or individual-based fundraising options
- Integration with social media for sharing and updates
- Real-time donation tracking and reporting

### Ideal For:

Walkathons, charity runs, and community fundraising events.

### Next Steps:

To explore these platforms further and determine which best suits your event needs, consider reaching out to your local United Way office. They can provide guidance and support tailored to your specific fundraising goals.





# About United Way Halton & Hamilton

United Way Halton & Hamilton is committed to leading measurable, impactful change by identifying the most challenging issues in our community, and bringing together people and resources to address those issues. We connect volunteers with local needs, and offer training and operational support to local charities. Along with our network of partners and experts, United Way conducts research and works with key stakeholders to generate support for the not-for-profit sector. Each dollar raised is invested right back into the community. Today, 226,520 residents across Halton and Hamilton rely on 124 United Way supported programs for life changing services.

**MISSION:** To improve lives, build community and ignite action

**VISION:** Strong, empowered communities without barriers, in which everyone can thrive

These **Core Values** will drive everything we do:

## COURAGE

Through innovation, resilience and collective action to change the odds.

## COMPASSION

Through empathy, understanding, caring for others and a pledge to serve.

## CONVICTION

Through visionary leadership, persistence, passion and a commitment to excellence.

## CREDIBILITY

Through integrity, transparency, inclusion, diversity and respect.