United Way
Niagara

Special Events and Fundraising Tactics

How to make the most of your campaign

Generating excitement for your campaign

Generating excitement and bringing employees together is 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 creative fundraising muscle! Below are a few event ideas to get you started.

Don't forget to make it informative, relevant and most importantly - fun!

1

Challenge your colleagues

Create some excitement in your workplace and draw up challenges or a competition with your peers. Perhaps a fundraising challenge, a sporting competition or a "thon" event like a walk-a-thon, jog-a-thon etc. See who can raise the most money for the challenge!

2

Health and Wellness focus

Health and wellbeing is vitally important to all of us, and there's no reason we can't incorporate fun healthy activities into our fundraising. Challenge coworkers to raise $10 for every kilometre they will run or pushup they can do!

3

Physically distanced events

If not everyone in your workplace is ready to transition into an in-person event, there's still plenty of fun to be had virtually. Try a virtual trivia game, challenge staff members to join in on virtual learning opportunities or maybe try an online auction.

4

Non-traditional fundraising

If you've tried payroll giving and traditional fundraising tactics but have been unsuccessful, maybe your workplace would respond to a collection drive. A bottle drive or gifted items needed by our community can do a long way!

5

Contests

Everyone loves to get involved in a raffle, guessing game or bingo tournament. Try to organize a simple and fun contest in your work-place with a small buy-in and prize incentive.