



## **United Way KFL&A** **Events Guide**

While the most successful campaigns focus on pledges and leadership giving, events can be a great way to build connections within your workplace, generate awareness, and have fun while raising funds for United Way.

Here are some ideas for in person and virtual events.

**Silent Auctions:** Setup your fundraising auction via email or online for bidding.

- [32 Auctions](#) is a great online platform, free to use for setting up a virtual auction for up to 20 items, and low cost for more items.
- Crafts, gift baskets and gift certificates: ask employees, managers, or suppliers to donate homemade crafts, items for a gift basket or gift certificates donated or bought from local businesses.
- Parking spots (if employees are back at work) and vacation days are always popular.
- Employees can submit their bids (via email, social media, or online).

**Garage/Yard Sales:** Organize a yard sale for giving and community friendly shopping.

**Walks, Runs, and Rides:** Get active with family or colleagues. Use these activities to raise donations through registration fees and/or pledges.

### **Fitness, Cooking and Craft Classes**

- Chances are you have some talented employees who have skills in a variety of subjects. Hosting your own class either in person or online allows employees to join from anywhere and learn new skills.
- Recruit an instructor.
- Charge a fee for people to attend.
- If online, test your technology ahead of time and make sure your background is appropriate and obstruction-free.
- Paint nights and cooking classes have been popular options.

### **Games/Competitions (*pledge to play*)**

- Social Media Challenges such as Trivia, Guess Who's Who (coworkers' baby pictures)
- Online apps and challenges such as GooseChase.
- Dress Down or Dress Up Fridays (share photos).

### **Food Trucks and Food Events**

- Food trucks are a great low-effort way to kick off your campaign. Negotiate with the food truck vendor about giving a portion (or all) of proceeds to United Way. All you have to do is promote the day, time and location.

- Chili days, pizza days, international potlucks, cake raffles and barbecues are all great ways to build connection, thank employees for their support or raise funds if your workplace has people on site and permits shared food events
- Online or printed recipe books and sites are also popular
- Don't forget to pick up aprons and logo banners from the United Way.

## Music

- Identify local musician(s) of interest and/or existing online concerts being streamed.
- Invite employees to attend the online show by making their pledge.
- You may even have some talented employees within your workplace that would be interested in performing some live music using an online streaming platform.

**Agency Speakers and Panels (*live or recorded*):** Speakers can share valuable insights to increase awareness of the value of United Way and share the impact of their support.

- Identify areas of interest for employees and work with your staff partner to arrange speakers. Allow 30 minutes – 45 minutes for a full panel discussion.
- Take advantage of pre-recorded speakers or tours available online through the United Way website.

## Box of Caring

- Determine an area of need within the community that resonates with employees, such as food insecurity or homelessness. Compile a list of items that could help those in need (e.g., non-perishable food items, new clothing, blankets etc.)
- Share your goal with your employees to compile your Box of Caring with items they may be able to donate. Deliver your box and share the impact with your workplace!

## Gratitude Challenges:

- Did you know people are more likely to give when they share what they're grateful for? Choose a time period and encourage employees to share something they're grateful for.

## Virtual Event Tips

- 1. Consider shortening the time slots you would use for physical events by 15 or 30 minutes.** For example, a 60-minute panel discussion face-to-face should be 45 or 30 minutes when delivered online.
- 2. Remember that virtual events give an opportunity for more employees to attend or participate.** For example, an in-person event such as a luncheon would have only been available to a limited number of employees.
- 3. Don't miss an opportunity to collect great photos and videos of your events!** Consider if there is opportunity for employees to submit or share photos and videos across your workplace social media channels.

## Key Considerations and Planning

**1. Technology Platform:** If you're running virtual events, confirm the platform you are using is approved by your workplace. Learn how it works and test it ahead of time. If you cannot host your kick-off on your own technology platform, speak to your United Way staff partner.

**2. Senior Management Support:** Support from your executives is critical to show your organization is behind the campaign. Book their time so they can participate in your kick-off or see if there are existing meetings that you can piggyback on.

**3. Consider Your Audience:** For best results, we recommend a kick-off event that is no longer than 30 minutes. If your employee base is large, you may consider hosting a series of kick-offs (ex. divided by department) throughout the day, or across a few days with a mix of in person and virtual, if appropriate. While there is no ideal, you want to strike a balance between being able to reach all your employees, and helping people be comfortable enough to ask questions and interact.

**4. Determine the Meeting Host and Other Company Speakers:** It is best if the Employee Campaign Chair (ECC) acts as facilitator to ensure your kick-off sticks to the agenda. If the ECC needs support, your United Way staff partner can act as co-host. Invite your CEO or other executives to take part to inspire others and demonstrate leadership support.

**5. Make it Interactive:** Engage your colleagues during the kick-off. Consider interactive activities like online polls or quizzes to keep their attention online. Your United Way staff partner can help you build this activity.

**6. Raise Awareness about Impact:** United Way has speakers, engagement activities and videos that can help show the impact of donations and inspire people to give. Your staff partner can help you select the best activities for your agenda.

**7. Set Clear Action Steps:** Let people know how they can donate and how they can get involved in the campaign. We recommend sending your donation link immediately following your kick-off event, so people can take action while they're feeling inspired.

## Processing Special Event Funds

Please use this page to transmit special events donations on behalf of your workplace.

<https://andarweb.unitedwaykfla.ca/specialevents>

- Special event funds can be sent via Credit Card, PayPal or e-Transfer using the online payment form.
- Cash donations collected can be delivered to United Way KFL&A by arranging the delivery with your staff contact.
- No tax receipts are issued for special event fund donations as per CRA regulations.