

# EMPLOYEE GIVING CAMPAIGN TIPS

United Way  
of Rhode Island



## Every Rhode Islander. One United Way.

### Employee Giving Campaign Themes, Incentives, and Activities: Live or Virtual!

Themes, activities/games and incentives are still your opportunity to add a little something extra to your United Way employee giving campaign. Not only can they raise additional money, they can be instrumental in team development, creating excitement, and educating colleagues about United Way.

Let your imaginations run wild, or use some of the following ideas to make your campaign memorable, exciting and successful. Through these ideas you can build morale and enthusiasm, bring employees from different departments together, energize individuals, encourage first time givers, and increase donations.

### Themes: A Fun Way To Inspire and Engage Your Team.

**SUPERHEROS:** Be someone's hero, celebrate everyday heroes, what's your superpower?

**TEAMWORK:** Friendly team completions, favorite team jersey day, sports trivia.

**BACK TO SCHOOL:** ABC's of caring, spelling bees, literacy projects.

**VEGAS:** Take Chance on Change, bingo games, talent shows.

**WE LOVE THE '90s/'80s/'70s:** Costume contests, Name that Tune, movie trivia.

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### Volunteer Engagement

Encourage employees to participate in virtual volunteer opportunities on their own, or as a company. Opportunities include writing encouraging notes to health care providers, teachers, or making videos of yourself reading books to be shared with local non-profit agencies supporting children.

The full list of opportunities available can be found [here](#).

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### Virtual Special Events

Technology has made it easier for us to pivot from live to virtual in all aspects of our lives. Set up online platforms that are best for your company to host additional fundraising challenges to boost engagement with your team!

Coordinate with your United Way of Rhode Island representative about specific project requirements, time frames and platform considerations. We are here to help you have fun and raise money. Below is a list of traditional campaign activities that you can do hold virally.

**Virtual Talent Show or Open Mic Night** – Let your employees shine! Ask employees to contribute a suggested donation “cover charge” to receive a link to a virtual talent show or open mic. Have a host to make the event fun and efficient.

HOW TO:

- Determine if this event will be live or through video submissions.
- Pick a start and end date for contestants to submit their talents or talent videos.
- Promote either live or recorded event with clear end dates and instructions to employees. Determine if the winner(s) get a prize to add additional excitement.

**IF LIVE:** promote a day/time to host event through an online meeting platform and determine the run of show based on submissions. Attendees to contribute a suggested donation for entry to view the show. At the end of the event, set up a poll for attendees to vote on their favorite acts.

**IF RECORDED:** Determine final day to accept video submissions. Once all submissions are received, share videos of the acts through YouTube, Vimeo, or Google Drive. Have employees vote for their favorite by making a suggested donation as a vote towards the winner. Clearly define an end date and time and whoever has the most donations at the end is the winner!

- Send thank you messages to all participants and contestants and share links to all videos or recording of the event.
- Follow up with winner to provide a prize.

**Crafting/Cooking Classes** – Have employees teach their skills to fellow employees by hosting an online or in person class. Ask employees contribute a suggested donation for a link for each class.

**HOW TO:**

- Select an online meeting platform and set a date and time for event. Select colleagues willing to teach a virtual class.
- Choose a start and end time to collect funds online and promote through emails, intranet, and/or company social media.
- Determine number of employees who are able participate in the online classes. Each class will need its own event confirmed on company calendar.
- Promote a day/time to host event online. Attendees contribute a donation for a ticket to participate in the class.

**Movie Day** – Host a time for employees to take a break and watch a movie! Employees can join the movie by registering with a suggested donation.

**HOW TO:**

- Create and install a Netflix Party account and ensure that it is compatible and allowable for employees.
- Provide the link to the event details to registered attendees.
- Select an online meeting platform and set a date, time, and movie selection for event.
- Send party URL to all participants to join Netflix Party (<https://www.netflixparty.com/>).

**Virtual 5K** – Employees register and contribute a suggested donation and choose their own path to get outside and safely participant in group health challenge.

**HOW TO**

- Choose a start and end time to collect funds through an online platform and promote through email, intranet, and/or company social media.
- Determine a date and time for official 5k event. On that date, attendees will determine the route based on safety and current location.
- Consider having employees ask for sponsorships from friends and families to increase contributions.
- Ask attendees to record their route, take videos and photos to share.

**Trivia Night** – Host a virtual trivia contest with employees looking to have fun and test their knowledge. (Double the fund and connect this with your campaign theme!)

**HOW TO:**

- Set up a set up a third party fundraising site to register attendees.
- Determine if employees can register as a team or individually and make a suggested donation for both options.
- Select an online meeting platform and set a date, time, and promote through email, intranet, and/or company social media.
- Determine how to facilitate the game.
- Set up an account with online trivia platform.
- Set up an account and create your own trivia through online presentation platform such as Mentimeter or Kahoot!
- Create your own trivia questions and presentation through PowerPoint and use chat box for answers.

**Cute Pet Contest** – Employees submit photos of their pet and your audience votes via donation and decides who is cutest.

**HOW TO:**

- Choose a start and end time to collect funds online and promote through email, intranet, and/or company social media.
- Participants will submit photos to internal corporate contact to share out before voting.
- Employees vote for the cutest pet by making a contribution at a set or suggested donation.

- Determine what prize will be given to winner, even if just bragging rights.

**Bingo** – Host a Bingo game to send Bingo cards and call numbers during a virtual meeting. Encourage employees to contribute a “cover charge” for entrance and receive determined amount of Bingo cards. Distribute additional Bingo cards for contributions for additional fundraising.

HOW TO:

- Set up a set up a third party fundraising site to register attendees.
- Select an online meeting platform and set a date and time for event.
- Choose a start and end time to collect funds online and promote through email, intranet, and/or company social media.
- Determine how many rounds to play and whether there will be prizes for winners.
- Create account on virtual Bingo platform such as myfreebingocards.com or bingomaker.com; be sure to confirm account as some free accounts have limitations.
- Send Bingo cards or link to virtual bingo game prior to game.

**Silent Auctions Online** – Purchase or collect items that your team would want to bid on and create a virtual silent auction. The highest bid wins!

HOW TO:

- Collect auction items for event and determine starting value.
- Set and use a silent auction site like 32auctions.com to run the auction.
- Determine length of time to run silent online auction and promote through email, intranet and/or company social media.
- Follow up with winners to collect payments and distribute items won.

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## Incentives

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Plus, using incentives in your campaign raises the per capita gift by an average of 240%.

HOW TO STRUCTURE AN INCENTIVE PROGRAM:

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, and then decide how to set your incentives.

- By individual participation: Anyone who participates is eligible.
- By time frame: Anyone who contributes by X day is eligible for a prize/drawing (early bird).
- By increase: Anyone who increases their gift over the previous year by \_\_\_ % is eligible for a prize.
- By gift level: Anyone who gives XX dollars or more is entered into a special drawing.
- By company goal: If the company achieves XX% participation, senior leadership will wear a costume or sing a song at the next virtual all-staff meeting.

Incentives are flexible to any organization and any budget. Solicit your vendors or local businesses for give-a-ways. Incentives do not have to cost a lot – like a virtual lunch with the CEO, ask an employee who has a special talent (baking, woodworking, etc.) to donate their services or an incentive item.

- Fun prizes: donated or purchased.
- Company promotional items.
- Gift cards.
- Additional PTO Days.
- IRL or Virtual lunch with your CEO or other leadership.
- Late start/leave early day / longer lunch break.
- Host meeting for a gratitude thank you event. Partner with your contact at United Way of Rhode Island to plan a great wrap up event!
- Personalized thank you from CEO.
- Best parking spot upon return to office.