

EMPLOYEE GIVING CAMPAIGN TIPS

INCENTIVES AND ACTIVITIES: LIVE OR VIRTUAL!

Themes, activities, games and incentives are your opportunity to add a little something fun to your United Way employee giving campaign! Not only can they raise additional money, they can be instrumental in team development, generating 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 - and impact!

→ THEMES: A FUN WAY TO INSPIRE AND ENGAGE YOUR TEAM

- ✓ **SUPERHEROES:** 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.

→ VOLUNTEER ENGAGEMENT

Encourage employees to take part in volunteer opportunities—whether individually, as a team, or company-wide. Activities can include making literacy kits for local nonprofit agencies that support children, helping to stock a nearby food pantry, or participating in community clean-up events to beautify shared spaces. **Contact us for more information.**

→ 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.



→ **TALENT SHOW OR OPEN MIC NIGHT**

Let your employees shine! Host an in-person talent show or open mic where employees can showcase their unique skills. Ask attendees to contribute a suggested donation “cover charge” to support your workplace campaign.

How To:

1. Set a date and time for the live event and encourage employees to sign up in advance to perform.
2. Promote the event widely with clear instructions and deadlines for participation.
3. Consider offering a prize for the winner(s) to add extra excitement and friendly competition.

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 in-person class. Ask employees to contribute a suggested donation to attend.

How To:

1. Select a location and set a date and time for the event. Select colleagues willing to teach a class.
2. Choose a start and end time to collect funds and promote the class through emails, intranet, and/or company signage.
3. Determine the number of employees who can participate based on space and materials. Each class should have its own confirmed time and location on the company calendar.
4. Promote the class with a clear day/time and encourage employees to make a donation for a ticket to participate.

→ **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:

1. Create and install a Netflix Party account and ensure that it is compatible and allowable for employees.
2. Provide the link to the event details to registered attendees.
3. Select an online meeting platform and set a date, time, and movie selection for event.
4. 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:

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

→ **TRIVIA NIGHT**

Host a trivia contest with employees looking to have fun and test their knowledge. (Double the fun by tying it to your campaign theme!)

How to:

1. Set up a registration and donation process for attendees.
2. Determine if employees can register as a team or individually and make a suggested donation for both options.
3. Choose a date, time, and location for the event, and promote it through email, intranet, and/or company signage.
4. Determine how the game will be facilitated—whether using printed scorecards, a live emcee, or a whiteboard to track scores.
5. Create your own trivia questions and presentation using PowerPoint or printed materials.
6. Have a designated team or host manage the questions, timing, and scoring during the even

→ CUTE PET CONTEST

Employees submit photos of their pet and your audience votes via donation and decides who is cutest.

How to:

1. Choose a start and end time to collect funds online and promote through email, intranet, and/or company social media.
2. Participants will submit photos to internal corporate contact to share out before voting.
3. Employees vote for the cutest pet by making a contribution at a set or suggested donation.
4. Determine what prize will be given to winner, even if just bragging rights.

→ BINGO

Host a Bingo game to bring employees together for a fun, in-person activity. Encourage employees to contribute a “cover charge” for entry and receive a set number of Bingo cards. Offer additional cards for added donations to boost fundraising.

How to:

1. Set up a registration and donation process for attendees.
2. Choose a date, time, and location for the event, and promote it through email, intranet, and/or company signage.
3. Decide how many rounds to play and whether there will be prizes for winners.
4. Print and distribute Bingo cards at the event, and designate a caller to manage the game.
5. Make it festive—consider snacks, music, or a themed twist to match your campaign.

→ SILENT AUCTIONS

Purchase or collect items that your team would be excited to bid on and host an in-person silent auction. The highest bid wins!

How to:

1. Collect auction items and determine their starting values.
2. Set a date, time, and location for the auction and promote it through email, intranet, and/or company signage.
3. Display the items with bid sheets for employees to write in their bids throughout the event.
4. Determine how long the auction will run and set a clear deadline for final bids.
5. Follow up with winners to collect payments and distribute the items they’ve won.

→ 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.

1. By individual participation: Anyone who participates is eligible.
2. By time frame: Anyone who contributes by X day is eligible for a prize/drawing (early bird).
3. By increase: Anyone who increases their gift over the previous year by ____ % is eligible for a prize.
4. By gift level: Anyone who gives XX dollars or more is entered into a special drawing.
5. 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.
- 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.

