



United Way of the  
Mohawk Valley

# CAMPAIGN TOOLKIT

Fundraising Event Ideas for  
Remote Workplaces

\$ Minimum time/cost

\$\$ Medium time/cost

\$\$\$ Maximum time/cost

## OFFICE ZEN (\$)

Ask a yoga instructor to host two yoga classes in a large conference room. Charge \$5 for employees to attend the Yoga class with proceeds benefitting United Way. Send out reminder emails and hang flyers throughout office of class date and times.

## DINNER OR LUNCH ON US (\$\$)

Solicit or purchase gift cards to local restaurants for dinner or lunch for two. Sell raffle tickets online for \$20 or other amount determined by your company. The winner gets all prizes after random online drawing. Take up a step and solicit seven local restaurants for a gift certificate for dinner for two. Sell raffle tickets for \$50. Winner gets all gift certificates or try for five certificates for enough for one meal.

## VIRTUAL DRESS DOWN (Virtual Option too!) (\$)

Employees can donate \$10 in exchange for the ability to wear fun outfits, jerseys, or hats during a virtual staff meeting and let everyone vote on the best!

## VIRTUAL SPIRIT WEEK (\$)

Charge employees to participate in a United Way spirit week. Each day employees can dress for that day's theme and share pictures via social media. Some popular themes are 80s, crazy hair day, pajama day, tie-dye day, superhero day, sport team day, Jersey Day, Disney day, and Twin day. Take it a step further and ask employees to vote for the most spirited and award them with a certificate or a small prize.

## WORK FAMILY COOKBOOK (\$)

Ask employees to send you their favorite family recipe. Collect recipes and create an employee digital cookbook. Be creative by creating a front page using your company logo! Sell cookbooks for \$10.

## VIRTUAL FURRY COMPETITION (\$)

Employees pay to enter a photo of their pet in costume for \$5, which would benefit United Way. Employee's vote on the best costume and winner gets a prize such as gift card to a local pet store.

[unitedwaymv.org](http://unitedwaymv.org)

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## **VIRTUAL “CHOPPED” CHALLENGE (\$\$)**

Employees pay \$20 to participate. Companies purchase ingredients for an easy meal. Employees film themselves picking up their set of ingredients and then film their cooking process using what they received. Employees then provide your company with film/photos of the finished product. Company leadership or campaign committee can vote and award a prize to the winner.

## **VIRTUAL GAME NIGHT (\$)**

Visit this link for help planning a virtual game night:

<https://www.countryliving.com/entertaining/a31995635/virtual-game-night-ideas/>

## **VIRTUAL WORKOUT CLASS (\$)**

Employees pay to participate. Held by either a staff member of the company or a United Way staff member, if applicable.

## **CRAFTERNOON (\$)**

Charge employees \$15 (or other amount) to participate in an afternoon craft/paint class. Materials can be digital, or they can be delivered to company/employees in a contactless manner.

## **ONLINE TUTORIAL (\$)**

Have staff with a hidden talent or skill lead an online session to teach staff something new (i.e. language class, public speaking class, cooking class.)

## **VIRTUAL BOOK CLUB (\$)**

Employees donate what they would have spent on snacks/drinks for the in-person book club party. This is also a great teambuilding exercise!

## **VIRTUAL OPEN MIC NIGHT/KARAOKE (\$)**

Company hosts karaoke night and employees get together via online platform to participate. Employees donate to join with donations to benefit United Way.

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## AT HOME PAINTING VIRTUAL PARTY IDEA (\$)

Visit this link for ideas on a virtual at home painting party:

<https://www.paintingwithatwist.com/pages/twist-at-home/>

## VIRTUAL BINGO GAME (\$)

Companies can design different bingo cards, send them to employees and have a daily drawing. The winner receives a gift card. Get creative and incorporate United Way facts and stats to share how your employee's donation helps our community.

Utilize <https://myfreebingocards.com/> to help create your bingo cards.

## STREAM A VIDEO GAME TOURNAMENT (\$)

Pick a video game that you and your supporters can play online together and host a tournament to raise money for United Way. Users can pay an upfront cost to enter the tournament and then you set up a randomized bracket-style tournament to crown your champion. Then, to help spread awareness, stream the entire tournament on Twitch so people can tune in to catch all of the action in real-time! Consider choosing a cross-platform video game so people can participate no matter what type of console or gaming platform they have.

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