

LOCAL PEOPLE DOING LOCAL GOOD



United Way
Alberta Capital Region

Campaign Event and Activities Guide Updated June 2023

For further questions, contact your United Way Representative or call 780-990-1000



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Best Practices



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- All suggestions in this guide could be implemented in-person, online, or as a hybrid option with some alteration.
- To garner greater participation in events or for the pledge drive, consider draws/prizes/incentives (e.g., a day off with pay, gift cards, etc.).
- A good philosophy is to run engagement events first, followed by your pledge drive, and then other fundraising-focused events.
- Reach out to your United Way contact for support in running events and more information on best practices.

Engagement Activity	Description	How to Participate
Volunteer	Our year-round volunteer options help you be a direct part making our community a great place for everyone.	Visit https://www.myunitedway.ca/take-action/volunteer/ to find current opportunities.
Impact Speaker Program	Impact Speakers highlight the collaborative work United Way does in our community, as well as provide a deeper understanding how donations help people.	Contact speakers@myunitedway.ca for dates and topics.
Experiential Learning	Take part in a facilitated experiential learning opportunity to gain unique perspectives on the most pressing issues facing our community.	Contact engagementfacilitation@myunitedway.ca to book a session.
Product Drives	United Way accepts products specifically identified to meet the needs of vulnerable community members. This can be done by collecting products or funds to purchase the products needed.	Contact inkind@myunitedway.ca to organize a product drive.

United Way Engagement Activities



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Engagement-Focused Events

Engagement-focused events are geared towards employee engagement, education about United Way, and employee team building. These may not have a significant fundraising component, but it can always be incorporated.

	Host a Concert	Talent Show
Description	Book an artist to perform for all staff at your office, or off-site.	Have individuals perform their talent live or have pre-recorded talents that are shared.
Length	One to two hours	60 to 90 minutes
Cost	Artist cost	\$0, unless a prize is purchased for winning talent
Tips	Can be used as a kick-off or wrap-up event, with speakers from the organization to help launch the campaign or announce the campaign total.	This event could be a showcase for the talented individuals to solicit donations from friends/family (using Classy).
Hybrid Variation	Host on Zoom, Teams, Google Meet, or any web-based platform that will allow video	Host on Zoom, Teams, Google Meet, or any web-based platform that will allow video
Fundraising Variation	To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.	Add a voting element on Classy or sell tickets for people to attend.

Concerts & Talent Shows



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	Themed Event/Party	Drive-In/Movie Night
Description	Host a party with themes like Halloween Costumes, Ugly Christmas Sweaters, Masquerade Party, etc. Can add a voting element for best costume, sweater, etc.	Screen a movie on a large screen or blank wall of a building with attendees watching from their vehicles, lawn chairs, or screen a movie for everyone to watch at home. Supply food or add a trivia component after the movie to engage participants further.
Length	30 minutes to two hours	60 to 90 minutes
Cost	\$0, unless want to purchase a prize	Potential costs to rent screen or projector for drive-in; food and beverage cost if applicable. May be minimal cost to rent movie for in-home screening.
Tips	Can be used as a kick-off or wrap-up event, with speakers from the organization to help launch the campaign or announce the campaign total.	Be sure to sure to follow user rights for screening movies. Screening a movie publicly is subject to public performance license rules.
Hybrid Variation	Zoom, Teams, any web-based platform that will allow video; social media or internal site to share photos of creations afterwards	Combine streaming opportunities as needed.
Fundraising Variation	Host event on Eventbrite or Classy and charge for attendance or voting.	Host event on Eventbrite or Classy and charge for attendance.

Parties & Screenings



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	Executive Challenges	Outdoor Events
Description	Like an Ice Bucket Challenge, a Hot Wings Interview or Pie Your Leader, have executive team members volunteer to take the challenge to help raise awareness for your campaign. This is a great addition to an all-staff or campaign wrap-up event.	Examples include golf tournament, bocce ball, disc golf, or a company picnic/BBQ etc
Length	Open	30 minutes to one day
Cost	\$0, unless want to purchase a prize	\$0, unless want to purchase a prize or organization has a budget to pay for green fees, etc.
Tips	Can be used as a kick-off or wrap-up event, with speakers from the organization to help launch the campaign or announce the campaign total.	n/a
Hybrid Variation	Zoom, Teams, any web-based platform that will allow video, or social media	n/a
Fundraising Variation	Host event on Classy and ask for donations towards the number of pies throw, ingredients in the pie, number of buckets of water, heat of wings, etc.	To add a fundraising component, host event on Eventbrite or Classy and charge for attendance.

Challenges



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	Scavenger Hunt	Photo Contest
Description	Options can include photos, finding items or inside your home/office; using the Internet/finding items or solving clues that lead to different websites or other digital tools; Geocaching; etc.	Team members share images as requested (baby photos, cute pets, office décor, etc). The top 3 with the most likes receives a prize.
Length	Open	30 minutes to one day
Cost	\$0, unless want to purchase a prize	\$0, unless want to purchase a prize for the winner
Tips	This is a great way to build in information about the work United Way does in our community.	n/a
Hybrid Variation	Email, SharePoint, Teams, social media etc. Items selected to be found can be home or office items. People can participate in teams – in office colleagues can pair with working-from-home colleagues.	Photos can be submitted via email or to an internal social channel; they could also be posted in common office areas like kitchen poster boards and hallway TVs
Fundraising Variation	Host event on Eventbrite or Classy and charge for participation.	Host event on Classy and charge for participation or voting.

Contests



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	DIY Terrarium/Birdhouse	Paint Night
Description	Connect with a company that can do this virtually or choose premade kits that can be put together easily. Supplies can be picked up, or delivered and items can be built from home while connecting online.	Connect with a company or volunteer that can do lead this event. Supply paint supplies to staff so everyone can paint along together with instructions.
Length	60 minutes	60 to 90 minutes
Cost	\$0, unless organization is covering the cost of supplies, approx. \$20-\$100/person depending on size of terrarium or birdhouse.	\$0, unless organization is covering the cost of supplies, approx. \$20-\$40/person depending on paint supplies.
Hybrid Variation	Provide kits ahead of event for everyone, so people can participate at home or in-person, and host via online video platforms.	Provide kits ahead of event for everyone, so people can participate at home or in-person, and host via online video platforms.
Fundraising Variation	Host event on Eventbrite or Classy and charge for participation.	Host event on Classy and charge for participation or voting.

Crafts



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	Online Games	Rubber Ducky Float or Marble Run
Description	Jackbox (or other party games using your phone to answer questions); Kahoot (or other trivia platforms); online games (e.g., Murder Mystery, Cards Against Humanity, Family Feud, Smarter Than a 5th Grader, Minute to Win It).	People buy a rubber ducky and float it down the river to see whose duck wins the race, or people buy a marble and you release it down a track to see who wins the race.
Length	One to two hours	15 minutes to one hour
Cost	\$0, unless needing to purchase game platform or wanting to purchase a prize	Purchase of ducks/marbles and purchase of a prize
Tips	n/a	Check with your municipal bylaw department to see if there are restrictions or permits needed for use of public waterway.
Hybrid Variation	Staff can gather in-person to participate in these games, or use a virtual platform to include remote staff	Stream via a virtual platform to include remote staff
Fundraising Variation	Host event on Eventbrite or Classy and charge for participation.	Host event on Eventbrite or Classy and charge for participation.

Games



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	Cooking Class or Challenge	Company Cookbook
Description	Have an individual host a cooking class, sharing their "famous" recipe and how to make it with participants. Or have a cooking challenge like the TV show "Nailed It," where participants get a list of ingredients and a general idea of what they need to make (cake, plated dinner, etc.), and after a certain amount of time, gather everyone back to see who nailed it!	Make a company cookbook with recipes contributed by staff and compiled by the committee, the book is then sold to staff.
Length	One to four hours	Open
Cost	\$0, unless want to purchase a prize, as individuals will purchase their own ingredients	\$0, unless using a site that has a fee associated.
Tips	Recipe will need to be shared out ahead of time so participants can make sure they have ingredients and tools.	Check with your municipal bylaw department to see if there are restrictions or permits needed for use of public waterway.
Hybrid Variation	Having remote participants cook along at, or have staff cook at home on their own time and share photos of the final products.	Stream via a virtual platform to include remote staff
Fundraising Variation	Host event on Eventbrite or Classy and charge for participation.	Host event on Eventbrite or Classy and charge for purchasing a copy.

Cooking



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	Trivia Contest	Family Feud
Description	Host a trivia contest. You could have all participants involved for the entire contest or reduce number of participants based on score until there is only one person left.	Host a virtual Family Feud night – a team event based off the hit show. The show consists of a host and two teams competing against each other. Team size should be 3-6 participants.
Length	60 minutes to one week long	One to two hours
Cost	\$0, unless purchasing a prize	\$0, unless purchasing a prize
Tips	Can tie into organization/campaign with questions about work of United Way, needs in the community and your organizational partnership with United Way.	Survey staff to build your answer board and the game itself. Or, use survey questions and answers from past 'Family Feud' episode.
Hybrid Variation	Host via a virtual platform to include remote staff.	Stream via a virtual platform to include remote staff.
Fundraising Variation	Host event on Eventbrite or Classy and charge for participation.	Host event on Eventbrite or Classy and charge for participation.

Trivia



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Fundraising-Focused Events

Fundraising focused events are geared towards getting donations, but these are also great engagement and team building opportunities.

	Yogathon/Zumba/Workout Session	Fitness Tracking	Fun Runs
Description	Participants join a yoga, Zumba, workout class, or other wellness activity.	Participants join opposing teams to track distance or steps taken, stairs climbed, etc. Set a goal or distance for teams to reach. (Walk the World, 30th Campaign climb 30 floors, etc.)	People sign up to do a fun run/walk/bike ride in their neighbourhood. Distance can be predetermined or left up to participants
Length	30 to 60 minutes	One week or more	30 to 60 minutes; 24 hours
Cost	\$0 (if instructor is internal or donates their time)	\$0, unless purchasing a prize	\$0, unless purchasing a prize
Hybrid Variation	Host via a virtual platform to include remote staff.	Can be done in any location	Can be done in any location
Fundraising Component	A fee is charged via Classy or Eventbrite for participation.	Funds are raised by “purchasing” steps towards the goal OR paying towards penalties against other teams.	A fee is charged to participate, or individuals can be sponsored per kilometer, etc.

Health and Wellness



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	Long-Term Challenges	Telethon
Description	Could be any form of marathon – video game, binge watching a series, staying awake, etc.	Host a live telethon where staff contribute over a specified period of time – have a “live ticker” so you can see funds raised in real time. If there are senior members of the organization, see if they would be willing to “sponsor” an hour – if we raise \$X this hour, so and so will donate \$X.
Length	24 hours	One to three days
Cost	\$0, unless "renting" an online game system, selection of movies, etc. for streaming	\$0, unless purchasing a prize
Hybrid Variation	Host via a virtual platform to include remote staff.	Host via a virtual platform to include remote staff.
Fundraising Component	A fee is charged via Classy or Eventbrite for participation.	Donations made via Classy.

Challenges/Telethons



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	Silent Auction	Bake Sale/Garage Sale	Fundraiser Sales
Description	Using a digital platform, you can turn silent auctions into online auctions.	Host a bake sale or garage sale, with funds going to your United Way campaign.	Purdy's Chocolates, Little Caesar's Pizza Kits, Cookie Dough, etc.
Length	One to six weeks	One day	Open
Cost	\$0	\$0	\$0
Hybrid Variation	Any platform can be used including SharePoint of internal sites.	Any platform can be used including SharePoint of internal sites.	Distribute order forms via email or internal sites.
Fundraising Component	32Auctions has been used and linked to our stripe account for online payments.	Donations go towards United Way; Classy can be used for online options.	You will pay the parent company directly for items and then they will send fundraising portion back or to charity directly.

Online Sales



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Fundraising Platforms



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United Way can support you in facilitating fundraising events. All requests should be made 3 weeks in advance to ensure ample time to set up.

Rafflebox

Used to support online raffles

Eventbrite

Where purchase or participation is by entry fee

Classy

Where participants solicit donations from friends and family (peer to peer), or where purchase or participation is by donation

Other fundraising tools could include:

Online auction website, internal organization site, supplier site, etc.

Tax Receipting



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Some events may be eligible for a tax receipt. Visit www.myunitedway.ca/campaign-resources for more information and to find applicable request forms.

1. Are special events able to get a tax receipt?

Some are, including Casual Days, donations from bottle drives, telethons, and virtual challenges. Some aren't, such as auction purchases, paint night, trivia contest entry fees.

2. Are donated items able to get a tax receipt?

Some are: Purchased, with invoice or receipt & if item was used towards fundraising activities. Some aren't: Used goods, homemade goods, 're-gifted' goods, store donated gift certificates

3. How and when will participants receive their tax receipt?

Tax receipts will be emailed to donors within 10 days of the payment processing for eligible donations made via United Way fundraising platforms.

If a donation is made via cash, credit, or debit machine, tax receipts will be sent by the end of February of the following year. Requests must be made for tax receipts in these instances and event coordinators need to ensure donation details are captured.