

# WORKPLACE CAMPAIGN EVENT & ACTIVITY GUIDE

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2025





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## Kickoff Event Guide

A kickoff event marks the start of your United Way campaign, generates excitement, and sets the stage for the rest of the campaign! Campaigns with kickoff events have proven to raise more dollars in support of our community.

### Benefits of a kickoff event

- Creates awareness for your campaign and lets your organization know to watch out for upcoming events.
- Demonstrates the passion your organization, your senior management, and your colleagues have for your campaign and doing local good in our community.
- Unites employees around a common community cause and builds morale.
- Shows employees the impact of donations in our community to help them make an informed decision about giving.

Your United Way representative is here to support you and can help you plan and customize your kickoff event.

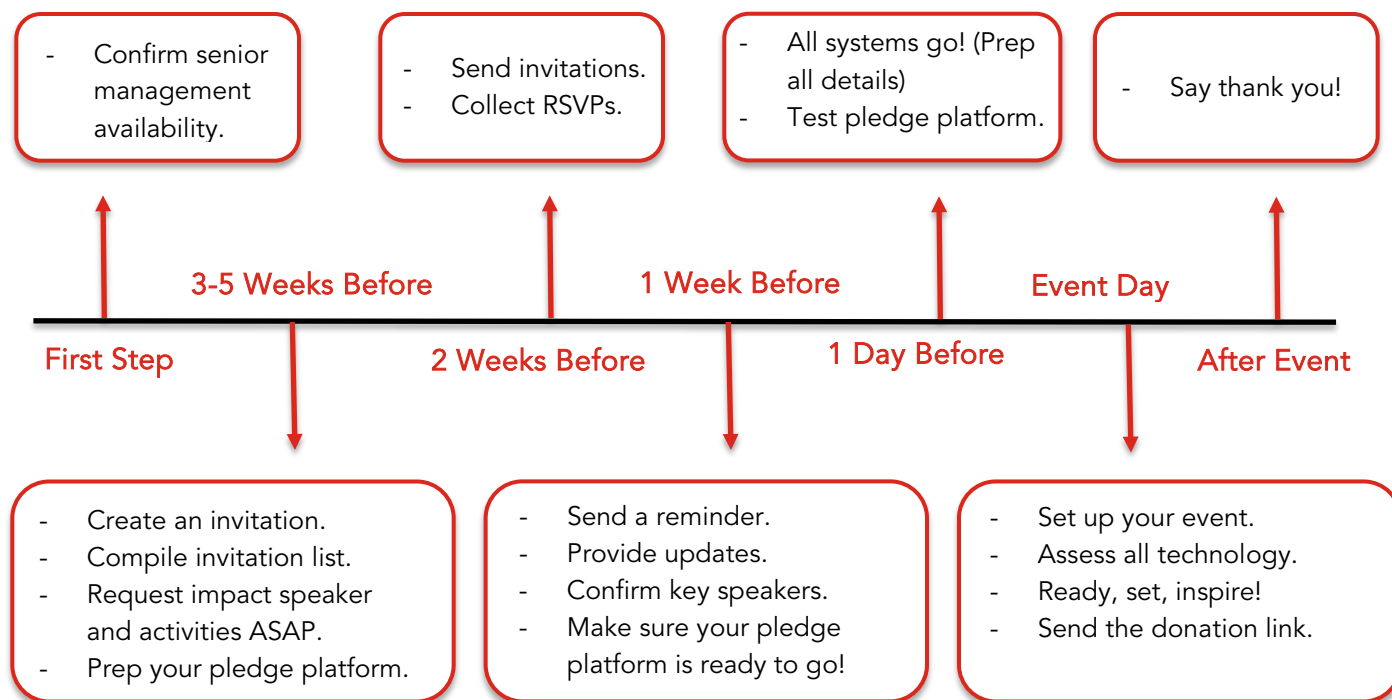
### How to get started

1. Choose the right format for your kickoff event: in-person, virtual, or hybrid.
2. Consider your audience and plan your kickoff event based on their needs and motivations.
3. Determine the event host and other company speakers. Ideally, the Employee Campaign Chair (ECC) acts as the kickoff host. If needed, your United Way representative can support the ECC as co-host.
4. Invite your CEO or other executives to take part and speak at the event, as their leadership can inspire others and demonstrate top-down support of the campaign.
5. Make it entertaining by including a mix of engagement, fundraising, and awareness-focused activities.
6. Incorporate United Way impact speakers and videos into your event to focus on the impact of donations and inspire people to give.
7. Set clear action steps to let people know how they can donate and how they can get involved in the campaign.





## Kickoff planning timeline





## Wrap-Up Event Guide

A wrap-up event marks the end of your United Way campaign and gives your organization an opportunity to come together and celebrate!

### Benefits of hosting a wrap-up event

- Thanks donors, volunteers, and participants for their hard work and generosity.
- Celebrates the success of your campaign's results.
- Reunites employees around the common community cause that first brought them together.
- Shows the positive impact your campaign will have in your community.

### How to get started

1. Choose the right format for your wrap-up event: in-person, virtual, or hybrid.
2. Consider your audience and plan your wrap-up event based on their needs and motivations.
3. Determine the event host and other company speakers.
4. Invite your CEO or other executives to take part and speak at the event.
5. Make it engaging.
6. Incorporate United Way impact speakers and videos into your event to highlight the impact of your campaign in our community.
7. Communicate results after the wrap-up with internal and external audiences to show your organization's commitment to building strong communities.

## Campaign Event Guide

In addition to a kickoff and wrap-up event, we recommend hosting a variety of engagement, fundraising, and awareness-focused events throughout your campaign.

### Benefits of hosting events throughout your campaign

- Keeps your campaign top-of-mind.
- Raises money for your campaign.
- Generates awareness about United Way and how together, we can build resilient, connected, thriving communities.
- Gives employees a break from their day-to-day responsibilities to have some fun, get to know each other better, and rally around a common cause.







## Engagement-Focused Activities

Engagement-focused activities aim to boost employee engagement and foster team building. These events should incorporate an educational component to highlight United Way and remind employees to make their pledge. While these events may not primarily focus on fundraising, you can easily incorporate it by charging for attendance.

### Examples

- Throw a themed party (e.g. Halloween, Ugly Christmas Sweaters).
- Organize a sporting event (e.g. golf, bocce ball, tennis).
- Arrange a company BBQ or picnic.
- Set up a paint night or craft activity.
- Facilitate fun games (e.g. murder mystery, minute to win it, or office Olympics).
- Have a heritage-themed potluck.
- Conduct a trivia contest.
- Plan a scavenger hunt.
- Book an artist for a staff performance, on-site or off-site.
- Host a talent show.
- Screen a movie at the office or organize a drive-in movie night.





## Fundraising-Focused Activities

Fundraising-focused activities are designed to generate donations, while also offering excellent opportunities for engagement and team building.

### Examples

- Organize a silent auction.
- Hold a bake sale.
- Set up a garage sale.
- Host a raffle. (e.g. 50/50, basket, prize, survivor style).
- Have executives participate in popular awareness challenges (e.g. Ice Bucket Challenge, Hot Wings Interview, Pie Your Leader).



### Fundraising Platforms

Your United Way representative is here to support you in organizing your campaign's events through our fundraising platforms. Simply submit your requests at least three weeks in advance to ensure ample time to set it all up.

- Raffle Box is used for online raffles, 50/50 draws, etc.
- Classy is used to solicit donations and charge entry fees.
- Debit machines can be borrowed for in-person events.
- + more!





## Awareness-Focused Activities

Awareness-focused events are designed to educate your staff about United Way and the need in community. Your United Way representative can help you organize these types of activities.

### Examples

- Volunteer with United Way.
- Host a product drive.
- Take part in a facilitated experiential learning opportunity.
- Schedule an impact speaker to come and share their story.



## Campaign Events Best Practices

- Plan your campaign events so everyone has an opportunity to participate. This may mean having a combination of in-person, virtual, and hybrid events.
- Offer diverse ways for employees to contribute to the campaign beyond monetary donations, including in-kind donations and volunteer opportunities.
- Consider including draws, prizes, or other incentives to garner greater attendance and participation (e.g., a day off with pay, gift cards, etc.).
- Kick off your campaign with engagement and awareness-focused activities that are free for employees to attend.
- Hold your pledge drive at a time where there are no competing fundraising-focused activities.
- Save fundraising-focused events for after your pledge drive is complete.
- Wrap your campaign up with an event or message to all staff thanking them for their contributions and highlight the impact the organization will have in the community.
- Reach out to your United Way representative for additional support and information.







## Tax Receipting

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

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

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

Some are, such as purchased items with an invoice or receipt and if the item was used towards fundraising activities. Some aren't, such as used goods, homemade goods, 're-gifted' goods, and 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.

Visit the Donation and Tax Receipting section on <https://www.myunitedway.ca/partner-with-us/workplace-campaigns/campaign-toolkit/> for more information and related forms. **To receive a tax receipt, donors MUST include their home address information when completing the forms.**

