



# UNITED WAY ALBERTA NORTHWEST

## 2016 SPECIAL EVENT IDEAS

Most workplace campaigns have one -two special events to create enthusiasm and build momentum. These may include a kick-off event, early bird draw, and a final draw. Events should not take away from the employee pledges and are best scheduled after the pledge forms have been distributed. To help with your special events, United Way Alberta Northwest (UWABNW) has supplies available e.g. banners, balloons, aprons etc.

Special Events should be:

- Limited in number – These events can be time consuming for you and your Campaign Committee members. Having fewer, more exciting events is always a better choice.
- Awareness builders – Each special event held should help raise awareness about UWABNW and your workplace campaign. Get in contact with us to find out more information about any of our charities that you may want to focus on for this event.
- Fun and free – Employees do not wish to be asked to donate repeatedly throughout your workplace campaign. Events that cost money, e.g. silent auctions should always be held at the end of your campaign.
- Food Safe whenever food is being prepared and served. We have the rules and regulations at our office and ready to provide to you if needed.

Special Event Ideas include:

### **Pancake Breakfast and Barbeque**

Make this part of your kick-off event as in introduction and awareness session. Invite senior executives to help serve pancakes that day.

### **Casual Day with "I'm dressed this way for United Way"**

UWABNW can provide stickers for this event. You can also make it a costume day. We ask that you not refer to this day as "Jeans Day" which is a specific fundraising event for BC's Children's Hospital.

### **Competition/Challenge**

A competition based on increases in participation, or dollars, even the first group to turn in all pledge forms can be conducted between departments, floors or locations within your workplace. You may also challenge another organization within your industry/sector/office building.

### **CEO Challenge**

Your CEO/senior management commits to doing something unconventional such as sing karaoke or dressing in costume if a stretch participation or dollar goal is achieved.

### **Bake Sale**

Employees contribute baked good to be sold at work.

### **Chili Cook-off**

Employees donate money in order to sample and cast votes for their favorite.

### **Relay/Minute To Win It**

Minute To Win It or childhood games in a timed, relay format are fun and can be a great team builder. See our Minute To Win It Game Sheet for different game ideas.

### **Hidden Talents Show**

Employees perform silly, hidden talents, e.g. drinking water while standing on head, reciting the alphabet backwards and impersonations.

### **Live or Silent Auctions**

Auctions can be great fun. Dollars raised through auctions are not tax receiptable. Some examples of items:

- Homemade cookies or cheesecake
- Restaurant gift certificates
- Services gift certificates (e.g. car wash by co-worker)

On behalf of our community and those who benefit from the dollars you raise, UWABNW staff and volunteers would like to thank you for your commitment to the role of ECC. Please contact us if you have any questions, concerns or need and help from us here at United Way Alberta Northwest.