



United Way
Peterborough & District

Virtual Fundraising Suggestions for United Way Peterborough & District Campaign

Set up online platforms that are best for your company to host additional fundraising challenges to boost engagement with your team!

Virtual Concert – Partner with a local artist or talented employee to host a virtual benefit concert for your team. Use a platform to register attendees so that they can purchase tickets for entry.

HOW TO:

- Determine if this event will be live or through video submission.
- Partner with a local artist or employee to host a company concert and promote through email, intranet and/or company social media on how to purchase tickets.
- If external partner is used – confirm technology is compatible and determine if livestreaming is an option. Have a practice session prior to event to ensure all issues are resolved.
- **IF LIVE:** promote a day/time to host event through online meeting platform. Attendees purchase a ticket for entry to view the show.
- **IF RECORDED:** promote a day/time to host event through online meeting platform. Share videos of concert through YouTube, Vimeo, or Google Drive.
- Send thank you messages to all participants and performer(s).
- Submit ticket sales proceeds to United Way PTBO

Virtual Talent Show or Open Mic Night – Let your employees shine! Ask employee to contribute a suggested donation “cover charge” to receive a link to a virtual talent show or open mic. Have a host to make the event fun and efficient!

HOW TO:

- Determine if this event will be live or through video submissions.
- Pick a start + end date for contestants to submit their talents or talent videos.
- Promote either live or recorded event with clear end dates and instructions to employees. Determine if the winner(s) get a prize to add additional excitement.
- **IF LIVE:** promote a day/time to host event through 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 received, share videos of 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 and submit donations to United Way PTBO.

Virtual Bake Sales – A classic fundraiser turned virtual. Instead of buying treats, buy recipes with a suggested donation to make at home!

HOW TO:

- Determine length of time to run virtual bake sale and promote through email, intranet, and/or company social media.
- Gather family or favorite recipes from employees and create a virtual cookbook either through Microsoft Word, Google Pages, or e-book website.
- When employees make a donation, follow up with a link to the recipes or send the document.
- Encourage employees to make items and share photos/videos of the final product to promote throughout the timeframe.
- Submit donations to United Way PTBO.

Pie in the Face – A classic fundraiser gone virtual. Select several leaders within your organization and set a goal – whichever leader has the most votes, gets a pie in the face! Employees can contribute a vote through a suggested donation. Enlist friends and family to pie the leader in the face either live in a virtual meeting setting or recording and sharing through YouTube, Vimeo, or other sites.

HOW TO:

- List the names of volunteered leadership with ability to make a donation per leader.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Once event ends, calculate and confirm the leader with the most votes or highest donation total.
- Coordinate with leader when/where they will be “pied” in the face (live or recorded) and share with staff.
- Submit donations to United Way PTBO.

Cooking Class – Find employees to host or record a cooking demonstration or partner with a local chef in the community to teach an online cooking class. Register attendees with a suggested donation to learn new meals or different techniques to learn.

HOW TO:

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- IF LIVE: promote a day/time to host event through online meeting platform.

- IF RECORDED: Determine final day to accept video submissions. Once all received, share videos of acts through YouTube, Vimeo, or Google Drive during the day/time confirmed for event.
- Submit donations to United Way PTBO.

Happy or Social Hours – Employees can contribute a suggested donation for link to happy hour.

HOW TO:

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- During happy hour, consider playing games, hosted conversation topics, or having a theme.
- Create or share cocktail and non-alcoholic drink recipes.
- Submit donations to United Way PTBO.

Host Movie Day In – 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:

- Create and install a Netflix Party account and ensure that it is compatible and allowable for employees.
- Provide the link to the event details to registered attendees
- Select an online meeting platform and set a date, time, and movie selection for event.
- Send party URL to all participants to join Netflix Party (<https://www.netflixparty.com/>).
- Submit donations to United Way PTBO.

At Home Fashion Show – Select leadership to model in an at home Fashion Show. Each leader is given different looks in different themes (pajamas, formal wear, etc.). Encourage employees to contribute a “cover charge” with a suggested donation for admission to attend.

HOW TO:

- Provide the link to the event details to be included in registration email.
- Select an online meeting platform and set a date, time, and themes for event.
- Designate leadership / employees to participant as models and have them either record their looks or set a schedule for themes / looks to run live.
- At the end of the event, set up a poll for attendees to vote on their favorite looks.
- Submit donations to United Way PTBO.

Employee Online Tutorials – Have employees teach their skills to fellow employees by hosting online tutorials. Have employees contribute a suggested donation for a link for each class.

HOW TO:

- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Determine number of events and employees who are able to host online tutorials. Each class will need its own event confirmed on company calendar.
- IF LIVE: promote a day/time to host event through online meeting platform. Attendees contribute a donation for a ticket to entry to view.
- IF RECORDED: Determine final day to accept video submissions. Once all received, share videos of acts through YouTube, Vimeo, or Google Drive.
- Submit donations to United Way PTBO.

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

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

Virtual Video Contest – Create challenges for you staff and ask participants to take a picture or video completing the challenge. Each challenger donates a set amount and nominates others to make a donation and complete a challenge. Share on social media or internal workplace intranet.

HOW TO:

- Choose a start + end time for event and to collect funds through third party online platform.
- Promote through emails, intranet, and/or company social media.
- Keep track of all employees who have completed the challenge and/or ask them to submit contribution through third party online platform.
- Submit donations to United Way PTBO.

Virtual Trivia Night – Run a virtual trivia night with employees looking to have fun and test their knowledge!

HOW TO:

- Set up a set up a third-party fundraising site to register attendees.
- Determine if employees can register as a team or individually and make a suggested donation for both options.
- Select an online meeting platform and set a date, time, and promote through emails, intranet, and/or company social media.
- Determine how to facilitate the game: Set up an account with online trivia platform
- Set up an account and create your own trivia through online presentation platform such as Mentimeter or Kahoot!
- Create your own trivia questions and presentation through PowerPoint and use chat box for answers.
- Submit donations to United Way PTBO.

Cute Pet Contest – Employees submit photos of their pet and your audience votes via donation and decides who is cutest!

HOW TO:

- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Participants will submit photos to internal corporate contact to share out before voting.
- Employees vote for the cutest pet by making a contribution at a set or suggested donation.
- Determine what prize will be given to winner, even if just bragging rights.
- Submit donations to United Way PTBO.

Bingo – Host a Bingo game to send Bingo cards and call numbers during a virtual meeting. Encourage employees to contribute a “cover charge” for entrance and receive determined amount of Bingo cards. Distribute additional Bingo cards for contributions for additional fundraising.

HOW TO:

- Set up a set up a third-party fundraising site to register attendees.
- Select an online meeting platform and set a date and time for event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company social media.
- Determine how many rounds to play and whether there will be prizes for winners.
- Create account on virtual Bingo platform such as myfreebingocards.com orbingomaker.com; be sure to confirm account as some free accounts have limitations.
- Send Bingo cards or link to virtual bingo game prior to game.
- Submit donations to United Way PTBO.

Silent Online Auctions – Purchase or collect items that your team would want to bid on and create a virtual silent auction. The highest bid wins!

HOW TO:

- Collect auction items for event and determine starting value.
- Request United Way PTBO to set up the auction on Bidding for Good
- Determine length of time to run silent online auction and promote through email, intranet and/or company social media.
- Follow up with winners to collect payments and distribute items won.
- Submit donations to United Way PTBO.

Coordinate with your United Way PTBO Representative about specific project requirements, timeframes, and platform considerations.

- Give employees extra incentives based on their engagement during the campaign
- New donors
- Returning donors
- For an increased gift
- Leadership Donors (\$1,000+)
- Department or team compete for top results
- Donation level: gives \$XX dollars or more is entered for incentive
- Company goal: If the company achieves XX% participation, all employees receive incentive

Incentives Ideas

- Use delivery service to deliver items to your employees – dinner for family, flowers, coffee, set up wish list on Amazon.
- Company promotional items.
- Virtual Gift cards for at home needs - delivery services (Grub Hub, Door Dash, Uber Eats) Local businesses / restaurants, grocery stores, department stores, Amazon
- Additional PTO Days
- Late start / leave early day / longer lunch break.
- Shout-outs in meetings, newsletters, on social media, and/or on company intranet
- Host virtual meeting for a gratitude thank you event. Partner with your contact United Way PTBO to plan a great wrap up event!
- Personalized thank you from CEO.
- Custom thank you e-card or video from leadership.
- Best parking spot upon return to office.