

# Promoting Fundraising in the Workplace



Your United Way campaign can be a great way to boost staff morale and build stronger teams because it brings people together. It is also a great way to build awareness and excitement through social media and email. The more you inspire your co-workers about United Way (and have fun doing it), the more success you will have.

## Social Media

Social media is a highly effective marketing strategy to reach people on Facebook, TikTok, Instagram, Twitter—even LinkedIn. Not only is it free, but it also provides a method for you to show your brand personality and engage with your followers and supporters, allowing them to promote your organization via word of mouth. Common uses of social media include:

- Share news about your organization and cause
- Boost brand awareness and recognition
- Fundraise
- Recruit volunteers and employees
- Recognize donors, employees, and volunteers

Share, inspire, and motivate others by telling your campaign story on social media using our handles below.



## Sample Updates:

- » Tomorrow, we launch the **@company** campaign for **@unitedwaybdn**. Together, we can change lives!
- » Great morning volunteering with **@company** today **@unitedwaybdn**. Thank you for all of your hard work!
- » Very proud of the hard work & dedication shown by **@company** staff as our **@unitedwaybdn** campaign surpassed its goal!

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## Email

You may use email sporadically to call for volunteers or confirm an online donation, but email is a highly effective marketing resource. Why? It's personal and powerful.

Here are a few ways to leverage email marketing to reach all of your audiences:

- Send a weekly newsletter with your newest content, updates about your organization, and volunteer needs.
- Send monthly emails with donation needs and opportunities.
- Set up an email sequence for new subscribers, thanking them for joining and educating them on your organization.
- Set up an email sequence for new donors, thanking them for their contribution and sharing how else they can support your organization.

## Events

In-person or online events can help promote your campaign. Donations are often collected during the event, whether directly from attendees using raffles or auctions or through the admission cost. Beyond fundraising, the event can also be informational and spread the campaign's mission and message and offer supporters opportunities to help the community. If you choose to have special events, make sure they are not the sole focus of your fundraising campaign. Use events to encourage pledges.

**Crazy Joker:** Have a board on the wall, with a full deck of cards face down. Sell the cards for a fee (\$2, \$5 each) write the names on the back of the card (leave it on the board) Once all the cards are sold. The person with the joker wins half the pot.

**Dress Down Day:** Pay to dress down, allow employees to wear the clothes of their choice (with some exceptions)

**Assistant for a Day:** Each person pays \$5 to enter the draw, the first draw is for the person who gets the assistant, the second draw is the person who has to be the assistant.

**Baby Face:** Have employees bring in baby pictures, \$5 entry fee. Employees can guess (\$2 for a guess at all pictures) which picture belongs to whom. The person who guesses the most right wins the prize.

**Treasure Hunt:** Hide clues around the office to discover the prize. Participants have to pay \$5 to play. This can be done over a period of a week. Change the location of the clues throughout the week as well. The clues will be to help the participants guess what the prize is.

**Question Jar:** Charge a \$1 for every time someone asks a question they should know the answer to.

**Cook off Challenge:** Collect a participation fee, purchase identical pans so no one knows which pan is which. Have 2 or 3 participants make the same dish. Pans are to be covered with tin foil, then placed together on the table (names will be taped to the bottom of the pan. Have someone who is not participating move the pans around so the placement is different on the table. Everyone samples the dishes, and votes on the winning dish. The winner get to leave early on a Friday.

**Trivia Game:** Have a bowl full of trivia questions, each person has to pay \$1 to pull a question. The person with the most correct answers wins the prize.

**Ugly Sweater/Outfit:** Pay to play, wear your ugliest piece of clothing you own, vote on a winner for a prize.

**Wear the Wig:** Pay \$5 to send a wig to someone, they either wear the wig or pay to send it to someone else.

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**ZZZZZZ:** Pay to enter, hold a draw to see who get to come in on a Monday morning later than their usual shift.

**Morning Coffee:** Pay to play, enter a draw the have your morning coffee delivered to your desk for a week. You will need a volunteer to pick it up every morning.

**Office Raffle:** Dig out all those unwanted gifts and clothes you've never worn and organize an office raffle

**Film Night:** Turn your board room into your very own cinema, grab some popcorn and blankets and charge colleagues to vote on which film they'd most like to watch and all-you-can-eat access to the snacks.

**Feeling Fit?** Get out the office and organize a team day out at your local activity area – who will be your workplace champion? (Brandon Hills, etc)

**Swear Box:** Put a swear box in the office and ask people to donate \$1 every time they swear.

**Cookie Monster:** 4th December is National Cookie Day! Get everyone to bake cookies and sell them in your workplace.

**Bake Sale:** Arrange for employees to donate baked goods. Advertise well in advance with posters, memos and bulletins. Have volunteer employees available to help set up, serve and clean up afterwards.

**Bingo:** Organize a bingo event and charge an entry fee to take part. Split the proceeds between the winner and the charity. Why not shake it up and instead of using traditional bingo calls adopt millennial bingo calls – Avocado on a plate... 38!

**Company Car Wash:** Get some sponges and buckets and roll up your sleeves to offer a car washing services at lunch times.

## Resources and Materials Available

**Pledge Processing** for both paper forms and ePledge, an online platform, along with guidance on how to use them effectively for your company.

**Brochures** that detail the campaign, our work, and ways to get involved can be requested from your United Way representative. The primary campaign brochure is a must-read for everyone in your organization.

**Posters** can be downloaded or provided by your United Way representative.

**Digital Resources** including, but not limited to logos, brand guidelines, impact stories and photos.

Find them and more at [brandonuw.ca/resources](http://brandonuw.ca/resources).



**United Way**  
Brandon & District

[brandonuw.ca](http://brandonuw.ca)   