

# VIRTUAL FUNDRAISING EVENT IDEAS

## CREATIVE WAYS TO SPARK INVOLVEMENT

### 2024

We want to assist you in making your workplace campaign as successful as possible. **Innovation and fun increases awareness among colleagues about United Way's work.** These ideas are designed for virtual participants. They encourage employees to participate, which helps you secure more financial contributions. **Pick one, two or several virtual events to enhance your workplace campaign.** Unite your teams and raise money to help our community all at the same time. That's a WIN-WIN-WIN!

Coordinate with your United Way philanthropy representative about fundraising event requirements, timeframes and platform considerations.<sup>1</sup> We're here to help you succeed.

Consider asking your workplace to match all funds generated by these events and donate to United Way. When a workplace amplifies its employees' impact, its donors are even more motivated to pledge.

For all events, set the day and time, using an online meeting platform. Choose an online fundraising or ticket platform to collect the suggested contributions to participate. Then promote the event via email messages or digital communications. **Be sure to link to both the online meeting platform and the online ticket platform.** Participants contributions go toward supporting their workplace campaign.

## BROADCASTED OR PRE-RECORDED EVENTS

Ideas in this section ask people to purchase tickets to events. All proceeds go to supporting United Way and the workplace campaign. **Employees enjoy performances.**

**For any event in this section, you can decide whether employees will watch a recording or live broadcast.** Then, they will either receive a link to watch the event at their leisure or sign in with a link at a set time to participate. Confirm the necessary technology is available ahead of time. Have a practice session to resolve any issues too. At the conclusion, if applicable, offer a poll for participants to vote on their favorite acts.

### If recording

Determine final day to accept video submissions. Request participants make a suggested contribution for a ticket to receive the link to the recording. Then, share videos of the acts through YouTube, Vimeo, or Google Drive.

---

<sup>1</sup> Any fundraising events hosted by United Way of Anchorage or using our tax ID cannot include adult entertainment, cannabis or marijuana-related products, firearms or ammunition, gambling or gaming items and tobacco-related products.

### If broadcasting

Promote the day and time of the event using an online meeting platform. Request participants make a suggested contribution for a ticket to view the live broadcast. Then, share the link with the participants to view the live broadcast.

### At-home fashion show

Solicit buy-in from leadership to model in an at-home fashion show. Each participant is given a different look, such as pajamas, formal wear, etc. Have employees make a suggested contribution as a “cover charge” for admission. Consider if your workplace will vote on their favorite models and set the voting end date and time.

### Benefit concert

Ask employees or partner with a local artist to host a benefit concert.

### Cooking class

Ask employees or partner with a local chef to offer a cooking demonstration.

### Employee tutorial

Determine how many tutorials your workplace will offer. Request employees volunteer to teach skills to colleagues. Set a deadline for them to submit their ideas. Then, promote the tutorials, ensuring each one has a separate online ticket platform.

### Pie in the face

This virtual fundraising event reinvents the classic pie in the face. As usual, participants (ideally leadership) who receive the most votes get pied. However, they do it on camera instead of in-person (and hopefully recorded so employees can play it again and again). List the leaders’ names, set a time range for voting and allow employees to select who should be pied by making a suggested contribution. Once voting ends, calculate votes to determine which leaders will be pied and notify them when and where it will happen.

### Talent show OR open mic

Request employees submit the talent or performance that they will perform. Set a deadline for them to submit their ideas. Create a run-of-show and secure an emcee to make the event fun and efficient. Then, ask employees to contribute a “cover charge” to receive a link to the talent show or open mic. Consider if your workplace will vote on participants’ favorite acts to add excitement. If you allow for voting, clearly define its end date and time and provide the winners with prizes.

## CONTESTS

Ideas in this section ask people to compete in contests. All proceeds go to supporting United Way and the workplace campaign. **Employees demonstrate their prowess and luck.**

Contests require the use of our gaming license. Speak to your philanthropy representative to learn more.

## Bingo

Determine how many rounds of Bingo to play and whether winners receive prizes. Then, create an account on an online platform, such as [www.myfreebingocards.com](http://www.myfreebingocards.com) or [www.bingomaker.com](http://www.bingomaker.com). (To ensure every employee who wants to participate can do so, check account limitations before continuing.) Encourage employees to contribute a “cover charge” to participate. Each contribution they make entitles them to one Bingo card. After entries are collected, send Bingo cards to participants or link to the virtual bingo game prior to its start. During the live game, call numbers and announce winners.

## Cute pet contest

Determine if prizes will be awarded. Then, have employees submit photos of their pets to you, the ECC, and set a deadline for submissions. Share the submissions and allow employees to vote for the cutest ones by making contributions.

## Trivia night

Test employees’ knowledge while having a good time. Decide if employees register individually or as teams and set a suggested contribution to participate. Determine how to facilitate the game. Options include:

- Setting up an account using an online trivia platform.
- Creating trivia questions on an online platform, such as Mentimeter or Kahoot!
- Listing trivia questions on PowerPoint and use chat boxes to receive answers.

## Video contest

Create challenges and ask participants to take videos of themselves completing them. To submit videos, participants make a suggested contribution via an online ticket platform. They can also nominate colleagues to complete the challenge, submit a video and make the suggested contribution too. For extra fun, share the videos on your workplace’s social media channels or internal message board!

# SALES

Ideas in this section allow people to make purchases. All proceeds go to supporting United Way and the workplace campaign. **Employees get tasty treats or special items.**

## Bake sale

This virtual fundraising event reinvents the classic bake sale. Instead of buying treats, participants buy recipes by making a suggested contribution. Collect employees’ favorite recipes. Set a deadline for them to submit their ideas. Then, create a digital cookbook in Microsoft Word, Google Pages or an eBook website. To receive the digital cookbook, employees make a suggested contribution for a link to or an attachment with it. Consider encouraging employees to share images of their baked goods.

## Silent auction

Solicit donations or collect items from employees that your workplace would want to bid on to create a silent auction. Determine their minimum bids. To run the silent auction, set up an account on an online platform, such as [www.GiveSmart.com](http://www.GiveSmart.com). Determine how long the silent auction will run and promote it. The participants with the highest bids win. Follow up with them to collect their payments and distribute items.

## SOCIALIZATION

Ideas in this section help people connect with colleagues. All proceeds go to supporting United Way and the workplace campaign. **Employees build stronger relationships.**

### “Choose your own course” 5K

Set a date and time for a 5K. Ask employees to register as participants by making a suggested contribution. They must pick their route or choose their course. When the day arrives, participants complete it. Consider having them solicit sponsorships from friends and families to increase contributions and encourage them to share images.

### Happy hour OR social hour

Set a date and time for a happy hour or social hour. Ask employees to register as participants by making a suggested contribution. During the fundraising event, consider playing games, providing conversation topics or having a theme. Participants may want to create or share cocktail and non-alcoholic drink recipes too.

### Movie day in

Set a day and time for employees to take a break and watch a movie together. Then, create a Netflix Party account on [www.NetflixParty.com](http://www.NetflixParty.com). Be sure to confirm the site is compatible with your workplace’s IT protocols and hardware and allowable on your employees’ workplace devices. Then, pick the movie. Participants make a suggested contribution to receive the link for the movie along with the event details.