



Virtual Fundraising Suggestions for United Way of Northern Arizona Campaign

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

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 donate, 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 of Northern Arizona.

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 on-line in a virtual meeting setting or recording and sharing through YouTube, Vimeo, or other sites.

HOW TO:

- List of 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 of Northern Arizona.

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 the event.
- Choose a start + end time to collect funds through online platform and promote through emails, intranet, and/or company Social Media.

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United Way
of Northern Arizona





- IF LIVE: promote a day/time to host event through online meeting platform. 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 during the day/time confirmed for event.
- Submit donations to United Way of Northern Arizona.

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 of Northern Arizona.

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 of Northern Arizona.

Give Employees extra incentives based on their engagement during the campaign

- New Donors
- Returning donors
- For an increased gift
- Leadership Donors (\$500+)
- Department or team compete for top results
- Donation level: \$XX dollars or more is entered for incentive
- Company goal: If the company achieves XX% participation, all employees receive incentive



Incentive 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, DoorDash, Uber Eats) Local business/restaurants, grocery stores, department stores, Amazon
- Visit Live United Store and create custom co-branded items
- 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
- Personalized thank you from CEO
- Custom thank you e-card or video from leadership
- Best parking spot upon return to the office