



Berkshire United Way

Put the **FUN** in Fundraising

Special Events and Incentives for Your Workplace Campaign



DRAWINGS AND PRIZES

- 50/50 raffle drawing
- Drawing for tickets for concerts or sporting events (*typically donated through a business contact*)
- Gift cards for local restaurants, movies, or gas
- Drawing for an extra day off
- Drawing for “sleep-in” or “long lunch” passes



FOOD FUN

- Chili or soup cook off
- Best popcorn recipe competition
- Ice cream social
- Wine or beer tasting/pairing event (*in person or virtual*)
- Company cookout
- Baked goods sale
- Walking Taco Tuesday lunch



GAMES AND CONTESTS

- Dress down/casual day
- Dress up day (*super hero, sports team, etc.*)
- Cornhole tournament
- Office Olympics
- Football squares
- Silent Auction
- Candy jar or basket raffle (*or packed cooler*)
- Coin wars
- Snowball dodgeball
- Guess the baby photo contest

WHAT ARE OTHER COMPANIES DOING?

Events

- Holiday White Elephant: employees bring a wrapped gift and make a small donation to participate
- Mini Gingerbread House decorating contest using social media to determine the winner
- Create an online wish list for books or personal care items that employees can purchase from and then

Berkshire United Way will distribute in the community on your behalf

Incentives

- First-time pledgers entered to win a gift card; repeat pledgers who increase their gift entered to win a gas card
- Increase your pledge or make your first pledge and receive an extra day off

Want to add one of these events or incentives to your workplace campaign or create your own?
Contact Pam Knisley at (413) 442-6948 x15 or pknisley@berkshireunitedway.org.

#HereForGood