Berkshire UNITED WAY

WORKPLACE CAMPAIGN
Beyond the Pledge

*FUN*raising Ideas

During your workplace campaign, you may choose to engage your employees with other opportunities to give to Berkshire United Way, or show your appreciation for their participation. Below are a few ideas to spark your imagination! Consider your team's culture, leadership buy-in, and budget - choose what works best for you.

October

Pumpkin painting or carving – provide small pumpkins, paint, arts & crafts supplies, or carving utensils; employees pay $5 to buy their pumpkin and decorate or carve it.

Pumpkin Spice 'n Everything Nice Bake Off – invite employees to cook or bake using pumpkin, apple, allspice, cinnamon, etc (fall flavors).

Costume Fashion Show - set up a "runway", chairs for viewers, and a judges table. Halloween-themed music and a little competive spirit will make for a fun event!

Chili Cook Off - $5 to enter your chili, $10 to eat. Invite leadership to determine the winner or sell vote tickets to all employees.

November

Tailgate Party – Employees wear their favorite team apparel, pay for plate during lunch with burgers and hot dogs, chips, NA beers, etc.

Company Recipe Book – collect employee's favorite recipes (holiday meal themed?) and sell the printed collection for $5 - $10.

Thanksgiving Lunch – Catered or potluck meal with the team & their families. Suggested donation of $20/person or $50/family

Grateful Grams – Employees can purchase a snack, treat, or drink with a tag, delivered anonymously (or not), to express their gratitude for a co-worker.



December

Cubicle/Office/Tree Decor Contest – Employees who complete a pledge form are invited to decorate their cubicle, office, or desk-size tree – or – teams each get a 4' tree to decorate, winning team gets a Friday afternoon off or gets to dress down for a day.

White Elephant Exchange – bring an unused item from your home and $5-$10 to participate.

Ugly Holiday Sweater Contest - pay $5 to wear your best holiday sweater to work. Award prizes for Best in Show, Best Homemade, Most Likely to be Seen From Space, etc.

Cookie Decorating - purchase holiday themed undecorated sugar cookies and supplies to decorate them. Employees donate $1 per cookie. Invite leadership or staff to bring in their own cookie recipes to share!

YEAR-ROUND

Dress the CEO – Have your CEO, Leadership Team, or Managers determine an (achievable) goal to fundraise in employee payroll pledges or one-time donations that, if reached, would require them to wear an embarrassing outfit (i.e. an animal onesie, Halloween costume, PJs or sweatsuit, etc) for a day.

Undercover Boss – Employees pay $1 to vote for which department the company's president/CEO has to work in for a day.

Dollar Wars - Each department or team competes to collect the most dollar bills in their jar (or another container). The twist? Coins subtract from the total–so other teams can sabotage their competitors by dropping in nickels, dimes, or quarters. Dollar bills build your team's score, and the team with the highest total wins bragging rights (and maybe a prize).

Campaign Milestones - celebrate hitting pre-determined milestones during your campaign with rewards like sleep in or leave early coupons, reserved parking spots, gift cards to local restaurants or shops, ice cream sundae or pizza parties, etc. Get creative!

- First time donor
- Increased donor over their prior year's level
- Pledge achieves Greylock Society member ($1,000 or above)
- Most years as a donor
- First pledge form returned
- Anyone who pledges on the first day of the campaign
- Team Milestones (i.e 25 payroll pledges, $1,000, etc)

100 Acts of Kindness Challenge - Set a goal for 100% participation and tie in 100 ways of being kind and helping the community. Create a list of 100 simple ways for employees to give back to the community. Engage employees by encouraging participation and have them track how many tasks they complete. Make a visual tracker in your breakroom where employees can write their act of kindness on a post it and stick it to a designated wall or oversized paper.

Extra Time Off Goodie Bag – fill small cellophane bags of candy, include a "Take 5" candy bar in a few of them. Employees who complete a pledge form will receive one bag, and/or can purchase for $3 each. Those who find a "Take 5" candy bar in their bag are awarded 5 extra hours of paid time off.

Strike A Pose - Set up a photo background and invite a local photographer to do in-kind (or Employer paid) digital photo shoots for your employees.

- Throwback School Photos – dress up for a specific decade, create a backdrop to match, and display photos around the office. Employees can purchase their digital photo for $10.
- Family Photo – Invite employees and their families to get a professional photo together. This would be great in the fall to be used for holiday greeting cards. Employees can purchase their digital photo for $25+.
- Awkward Team Photos – Recreate those awkward studio portrait sessions of the 80s and 90s with vintage outfits and strange poses. Employees can pay $1 to vote on their favorite photo, the winning team gets their photo printed and framed.



VIRTUAL ONLY

Find It - Have staff participate by having a host say an item that could be found in a house. The first person who brings back that item receives a point. Example: Find a wooden spoon - whoever shows their wooden spoon first receives a point. Have a list of 10-15 items and whoever has the most points wins.

Talent Show - Donate or submit a pledge form to participate in a company talent show. Showcase your unique, weird, inspiring talents for your team members!

E-Bingo - Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize. Award prizes for a United Way "U" shape or a full card.





GET CREATIVE | THINK OUTSIDE OF THE BOX | HAVE FUN!