



CAMPAIGN THEMES AND SPECIAL EVENTS

Ideas to help you get started!

CAMPAIN THEMES

Here are some theme ideas to get you started!

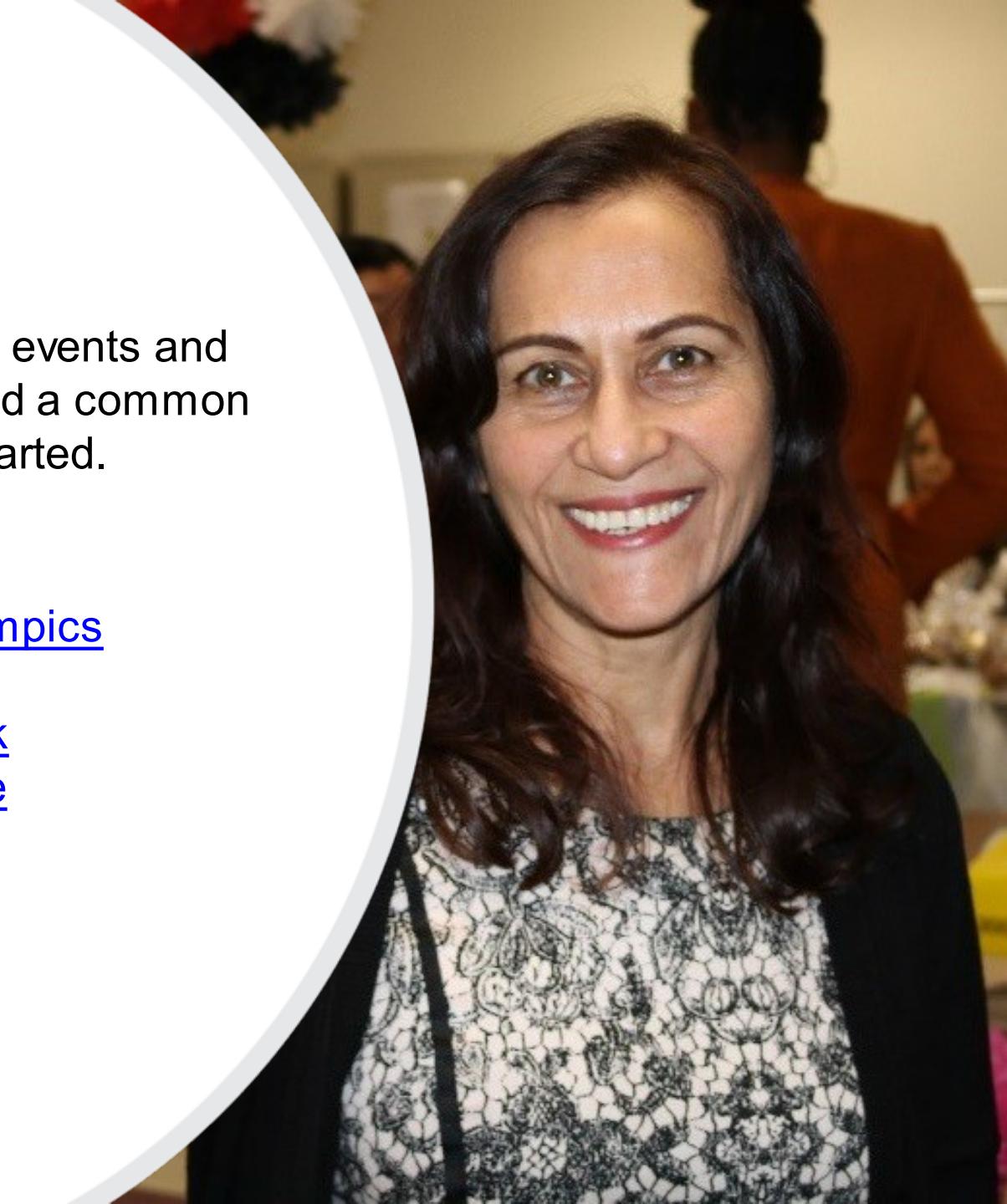


United Way
Calgary and Area

CAMPAIGN THEMES

Gain momentum for your campaign by organizing events and incentives that will engage your co-workers around a common theme. Here are a few sample ideas to get you started.

- [Back to school](#)
- [Halloween](#)
- [Holidays](#)
- [Summer fun/Hawaiian](#)
- [Superhero](#)
- [Vegas](#)
- [Carnival](#)
- [Office Olympics](#)
- [Monopoly](#)
- [Throwback](#)
- [Movie time](#)



BACK TO SCHOOL

Slogan: Foster education in your community

Kickoff: First day of school - Run orientation with online breakout groups of people who don't normally work together, play United Way trivia, and have a speaker.

Events and activities to educate and play:

- Are you smarter than a 5th grader? United Way edition: Host a trivia game asking United Way-related questions, have participants write down their answers, and mark as you go.
- Pack a bag contest: Nominated participants pack a backpack with school items and are timed. Twist: they must do this with blindfolds and oven mitts!
- Guess who that is contest: Pictures of staff back in their elementary days. Pay to play: every right guess gets a ticket for a raffle.
- 10-day challenge to be back-to-school ready: ECC gives one mental or physical health exercise every day. In the office, participants do it together; online participants send video (the funniest video wins).

Wrap up: Prom night! Host your wrap-up in formal, throw a raffle with gifts such as 'long recess' (aka time-off).



HALLOWEEN

Slogan: Scare social issues away / Don't be a Zoom-bie, take part in our virtual campaign!

Kickoff: Host a virtual haunted house with trivia and games in different virtual rooms.

Events and activities to educate and play :

- Pick a Halloween show to watch at home and do a quiz before watching (predictions of what will happen); \$10 to enter and 50/50 win.
- Trivia, such as winter is coming: Game of Thrones trivia, name-that-tune, or other themed trivia with trick or treats for good or bad answers (pay to play).
- Raffle with wine/beer/whiskey basket.
- Themed silent auction.
- Food: Themed cooking show / bake sale.
- Host a pumpkin sale – have employees pick them up at assigned times in a parking lot.
- Pumpkin Carving Contest – post your pictures and have employees vote on different categories (i.e. kids carving, scariest etc.).

Wrap up: Pumpkin carving or costume contest (group costumes). Place bets on category winners for costumes. Have a 'jar war,' where a jar is assigned to each exec and employees vote for which exec(s) have to wear a ridiculous costume.



HOLIDAY

Slogan: Give back this holiday season / Wrap up the holidays in love

Kickoff: Virtual holiday potluck, participants join for a breakfast or lunch. Showcase a traditional or favorite holiday meal/treat then swap recipes.

Events and activities to educate and play:

- Competition for best wrapping/fastest wrapper, then donate the gifts
- Host a themed silent auction
- Cooking for the holidays: a cooking show, bake sale, etc.
- Collect gifts for families who cannot afford them
- Hold a 12 days of kindness challenge
- Appreciation notes: send e-cards or handwritten notes to employees' homes
- Guess the gift(s): guess what the wrapped gifts are
- Holiday trivia
- Stocking design or stuffing challenge: Participants design their own stockings and stuff them with basic needs or other items to be donated to local people in need

Wrap up: An ugly sweater competition—add a additional virtual component by asking people to ‘deck the halls,’ where participants use the most festive Zoom background they can find/create!



SUMMER FUN/HAWAIIAN

Slogan: Have a splashing good time / It's Tiki time!

Kickoff: Host a Hawaiian Luau celebration—have employees wear the essentials, like leis, Hawaiian shirts, grass skirts, etc.

Events and activities to educate and play:

- Online summer-themed Pictionary (\$10 entry fee)
- Competition for best Zoom background or summer outfit
- Themed silent auction
- BBQ cooking show
- Mixology class online

Wrap up: Host a summer-themed happy hour, with drink suggestions for cocktail/mocktail classics.



SUPERHERO

Slogan: Rally your teammates and be a superhero for your community!

Kickoff: Have your executive sponsor/leaders dress in a superhero costume for your virtual kickoff, with superhero video backdrops.

Events and activities to educate and play :

- Take part in a Day of Caring® to be a superhero for a day!
- Host a best dressed contest—superhero-themed (pay to vote)
- Host a Marvel vs. DC race—pay to vote
- Make a point to use superhero slogans all week: Your friendly neighbourhood Spider-Man! // Avengers: assemble // Up, up, and away! // Cowabunga!
- Superhero trivia

Wrap up: Sell superhero talents in an auction! Such as baking, ability to teach kids via Zoom call, super ability to mute a person on a conference call, etc.



VEGAS

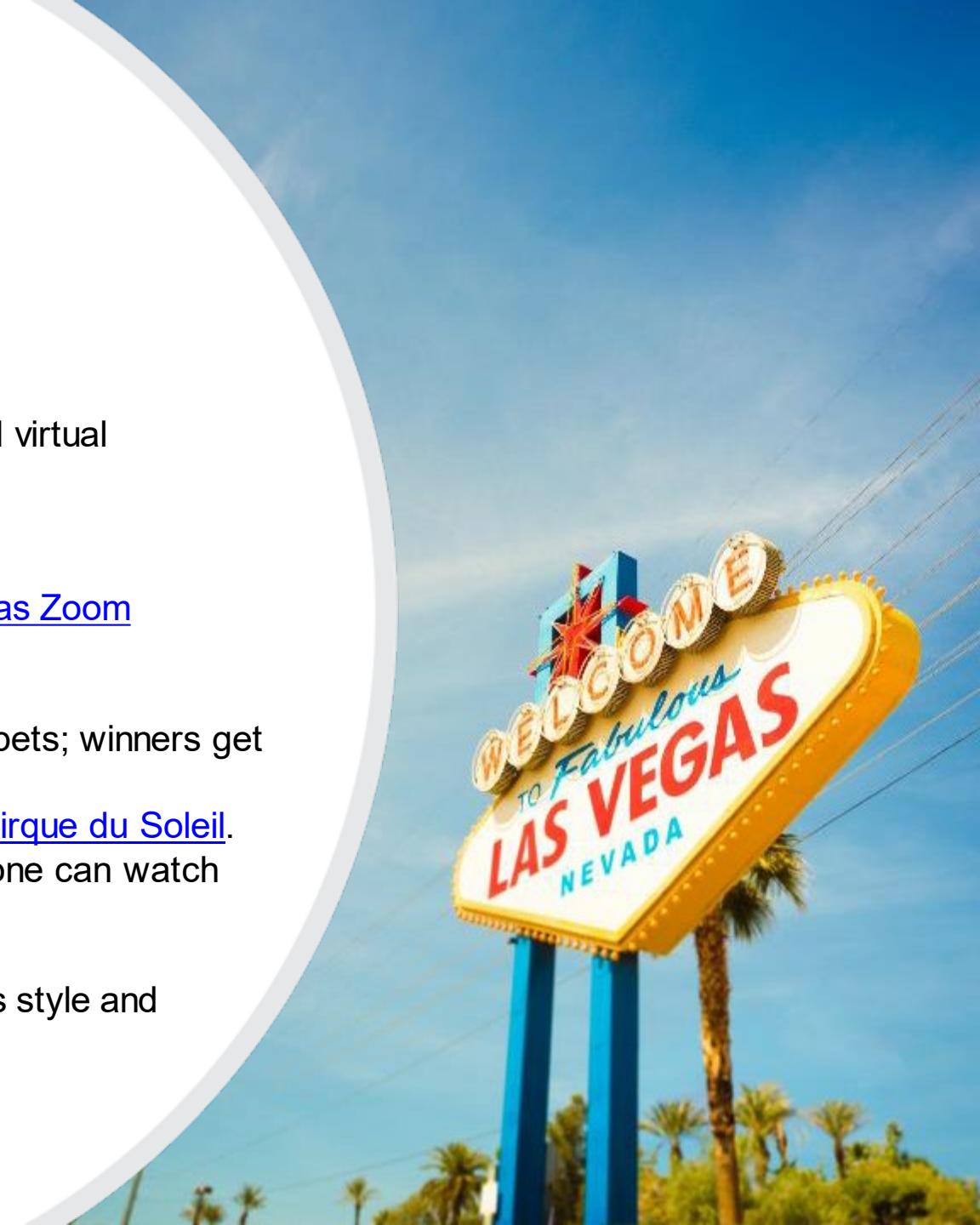
Slogan: Improving local lives, Vegas style

Kickoff: Host a virtual casino event and encourage Vegas-themed virtual backgrounds.

Events and activities to educate and play:

- [Variant on jeans' week, participants donate a fee to use a Vegas Zoom background in meetings.](#)
- Run an e-Bingo or virtual chase the ace raffle.
- Set up a virtual roulette table where participants pay to place bets; winners get raffle tickets in return.
- Take part in Vegas at home activities through [YouTube](#) or on [Cirque du Soleil](#). Host on Zoom with one person sharing their screen, so everyone can watch together and chat.

Wrap up: Hold an afternoon cocktail hour to celebrate Vegas style and close out your campaign.



CARNIVAL

Slogan: Bringing carnival to life for United Way

Kickoff: Masquerade ball-themed; have employees create their own masks.

Events and activities to educate and play:

- Set up [lawn games](#) and sell tickets for tokens
- Auction of kids' art work or employee-created craft goods
- Circus costume contest
- Executive [TikTok](#) challenges

Wrap up: Host a virtual talent show to demonstrate the fun and unique skills of your team.



OFFICE OLYMPICS

Slogan: Going for gold for United Way

Opening ceremony: Present the week's event holding a candle (Olympic flame); have teams dress up together.

Individual challenges:

- Walk/run (location history in Google Maps or [Strava app](#))
- Mario Kart Tour (mobile app set up takes some time)
- Speed finger skating (aka speed typing)
- Make fun categories such as: silliest, most enthusiastic, best costume, etc.

Team challenges:

- Olympic trivia
- Synchronized dance
- Design your team logo/flag (and involve the kids!)



Closing ceremony: Distribute medals and prizes and post on your internal communications channels and social media.



MONOPOLY

Slogan: Playing to win on social issues

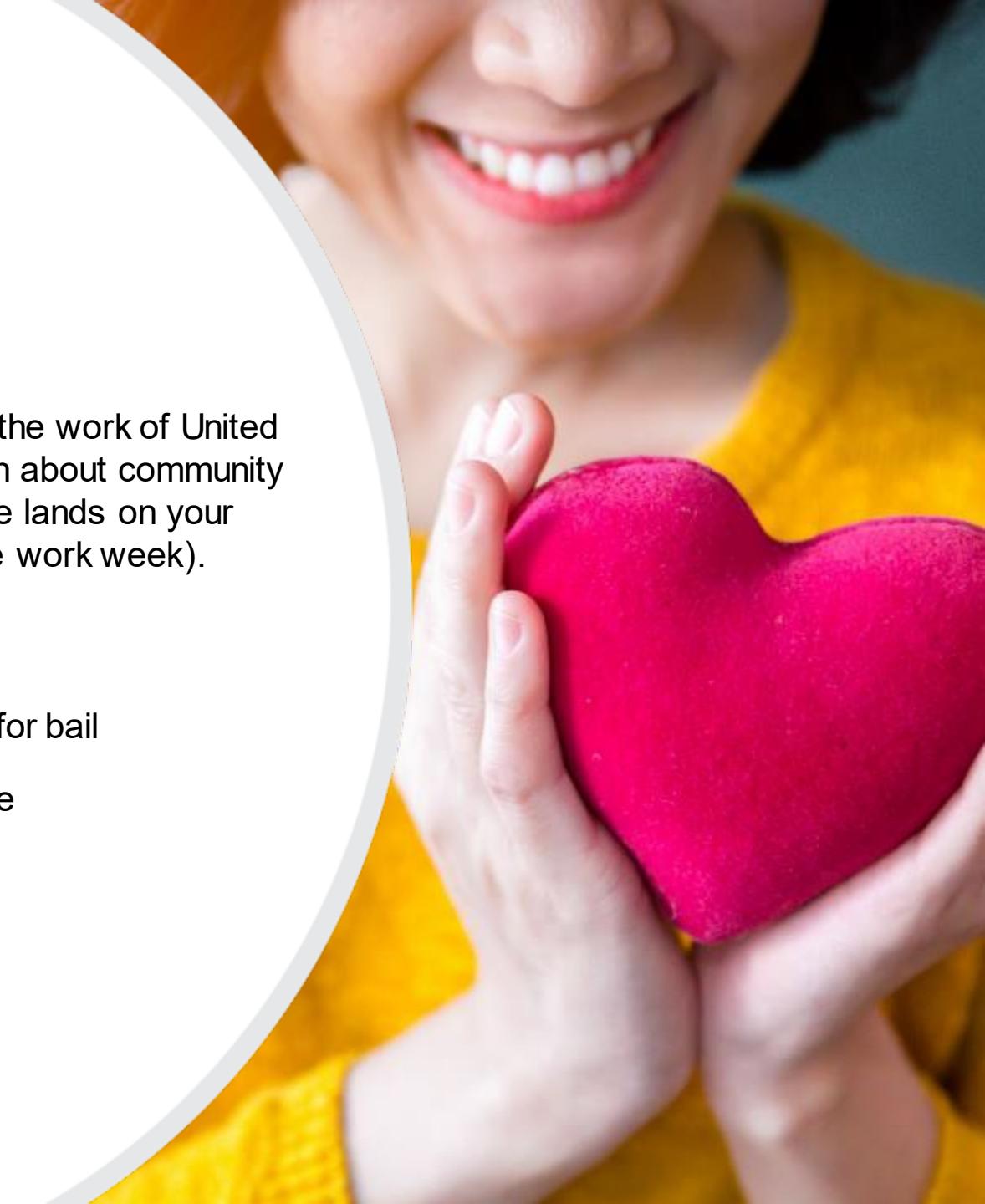
Kickoff: Pay to play United Way monopoly: Create a board with the work of United Way instead of properties, where staff can roll the dice and learn about community issues. Buy a piece of United Way's work and each time the dice lands on your spot, you get a ticket for a raffle (dice are rolled every day of the work week).

Events and activities to educate and play:

- Each 'property' for sale has a information blurb
- Gather \$100 to put someone in jail; they have to raise \$100 for bail

Wrap up: Share the work of United Way and throw a virtual raffle

Fun fact: United Way was the original Community Chest!



THROWBACK

Slogan: Throwback to give back

Kickoff: Dig through your history to find photos from your first United Way campaign, the start of your organization, or play [old games](#).

Events and activities to educate and play:

- History trivia
- Treasure hunt
- Best throwback photo contest (voting)
- Guess Who? Employees/ executives submit old photos of themselves and participants have to guess who is who for a prize
- Organize a walking tour of Calgary. Provide employees with the map & they do the rest!

Wrap up: Costume or dress up contest of icons from past decades—for a prize.



MOVIE TIME

Slogan: Play a role in solving social issues / Your extra is someone's need

Kickoff: Breakfast with the stars—host a virtual breakfast meeting and ask everyone to dress as their favourite movie character.

Events and activities to educate and play:

- Host movie trivia; ideas include Harry Potter, Marvel Cinematic Universe, Star Wars, etc.
- Host a Netflix party for a virtual movie day or night. Invite staff to watch a movie and chat (participants make a \$5 contribution to take part); if you choose a kid-friendly movie, ask people to include their families.
- Test colleagues on their knowledge with Hollywood trivia.

Wrap up: Virtual Oscars—recognize outstanding employees in the community with “Academy Awards.” Winners receive Cineplex gift cards.



SPECIAL EVENTS

Here are a few event ideas to get you started!



United Way
Calgary and Area

SPECIAL EVENTS

These ideas can help you get started—and provide information on how to execute different types of special events.

- [Host a raffle](#)
 - [50/50 – Most recommended and successful type of raffle](#)
 - [Prize Draw](#)
 - [Wine survivor](#)
- [Escape room](#)
- [Trivia](#)
- [Community race](#)
- [Bottle drive](#)
- [Silent auctions](#)
- [Walk, run, or bike](#)
- [More \(fun\)draising ideas](#)

While special events are a fun way to engage staff, they can also take a lot of effort and planning. By focusing on only two or three events for your campaign week, it lightens the load for you and your committee. If your event involves a virtual meeting, check out these [Zoom best practices](#).



Events with this icon can be completed online or remotely without needing people to be physically together.



WINE SURVIVOR

How it works:

Week 1 – Dock onto the island!

1. Participants donate one bottle of wine to the organization's main raffle contact. We recommend a \$20 bottle of wine entry.
2. Main raffle contact gathers name and email address of those who donate a bottle of wine.

Week 2 – The island closes its port!

1. No one else can enter and no more wine is accepted. Estimate the approximate total dollar amount of wine donated. (Total = bottles of wine donated X \$20).
2. The amount is tallied, the tension builds for the draw to open!
3. Submit your wine survivor application for a United Way of Calgary and Area AGLC LICENCE by completing the [raffle setup form](#).

Week 3 – The games begin!

1. The raffle opens and the main raffle contact will receive a link to the registered online platform Rafflebox. The raffle contact will email the link to purchase tickets to participants (players) on the island (who donated a bottle of wine).
2. Participants purchase ticket/s to enter and increase their chances to survive and to get the prize.
 - a. 1 ticket for \$20
 - b. 3 tickets for \$40
 - c. 6 tickets for \$60
3. The draw closes end of week 3.

Week 4 – The survivor emerges!

The first day of the week the draw is made – tension at its peak!

- First ticket drawn survives with 20% of the wine
- Second ticket drawn survives with 30% of the wine
- Third ticket drawn survives as the winner with 50% of the wine
- **WORKPLACE ANNOUNCES THE WINNERS AND DIVIES UP THE TREASURE! ARRR!**

Running wine survivor

- This is an online event. Ticket purchases are only available through our AGLC-approved online platform, Rafflebox.
- Once all the wine entries have been received, complete this [form](#).
- United Way of Calgary and Area will review the form and then apply for an AGLC license for you to host this event.
- This online wine survivor raffle option meets [Alberta Gaming and Liquor Commission](#) rules and regulations outlined in their terms and conditions and their charitable gaming policies.



WINE SURVIVOR



WEEK 1: Sample intranet/daily bulletin message

Wine Survivor! The wine is “POURING” in! We’ve got a sweet pot of XX bottles and counting!

[Date] is the final day to join and enter onto the Wine Survivor Island by donating a bottle of wine!

Once you are on the island and the raffle opens on [Date] you have to build your survivor skills by purchasing lives (tickets), as many as you’d like:

- a. 1 ticket for \$20 = 1 Life
- b. 3 tickets for \$40 = 3 Lives
- c. 6 tickets for \$60 = 6 Lives

You cannot purchase in advance—and you must purchase your lives while the raffle is open from [start date] to [end date]! Look out for further details. Feel free to email [raffle contact name] with any questions.

WEEK 3: Sample intranet/daily bulletin message to kick off raffle ticket purchases... and keep them flowing!

Wine Survivor Begins! Boost your lives (tickets) and purchase tickets here!

[INSERT RAFFLEBOX LINK HERE – provided by United Way]

Who will survive: [list of participant who entered onto the island (donated wine)]

Remember, to build your survival skills and purchase lives (tickets) to increase your chances of survival. 1 for \$20, 3 for \$40 and 6 for \$60! Purchase before [raffle close Time/Date].

Who will survive and come out victorious? Find out the survivor/s on [raffle draw Time/Date]



ALBERTA GAMING AND LIQUOR COMMISSION

Raffles: A raffle is a game where ticket purchasers pay for a chance to win a prize through a random draw of tickets purchased. When hosting events such as bingos and raffles, a license from the Alberta Gaming and Liquor Commission (AGLC) is required.

United Way can apply for a cash raffle (commonly known at 50/50), or prize raffle license if the estimated total gross revenue is less than \$20,000.

Your organization can volunteer to hold a raffle on behalf of United Way of Calgary and Area. United Way of Calgary and Area has created online raffle options that your organization can participate in that meet AGLC rules and regulations outlined in their [terms and conditions](#) and the AGLC [charitable gaming policies](#).

At this time, we are not able to offer a tool to host online bingos.

To receive the form to apply for a 50/50, prize draw, or wine survivor license to run the event, or if you have questions, please email resource.development@calgaryunitedway.org.

For more information, please visit the [AGLC website](#).



ESCAPE ROOM



This can be a lot of fun and get people thinking differently. Share daily challenges for participants to progress through virtual escape rooms; teams that fail to complete the challenge are trapped in the room and do not progress to the next day. Can be a fundraiser that charges a fee to participate or simply used to educate and engage!

How it works:

- Day 1: Trivia. Choose any topic. Tie it to your campaign by making the questions about United Way's work or your campaign's theme. Teams that fail to answer enough questions are eliminated.
- Day 2: Scavenger Hunt. Teams have to locate common household items in their own homes and submit picture during allotted time
- Day 3: Solve the Room. Teams have to solve a created form (Google or Microsoft) with the correct answers based on questions or visual clues to escape. [Here's a tutorial to help.](#)

Alternatively, there are a number of [online escape room sites](#), usually with minimal costs associated to play.



TRIVIA



Offered online, trivia is a great way to increase knowledge, inspire some competition, and have fun during your campaign.

Trivia ideas:

- United Way
- Jeopardy (United Way themed or regular) - knock out rounds
- Family Feud
- Who Wants to be a Millionaire?
- Hollywood
- Calgary's history
- Food
- Your organization's history

Online tools like [Kahoot!](#) can help with running virtual trivia.



COMMUNITY RACE



Classic edition:

- Using a park or your office, rent out community games to play in the space (United Way activity)
- Share daily clues that participants need to ‘crack’ to complete a task and move to the next level, where they can win a prize
- Time groups/participants from start of race until completion of final challenge. Winner gets trophy or raffle prize
- Have employees involve their kids!

Photo challenge edition:

- Challenge teams with a list of pictures to be taken across their community such as a photo with an executive, famous figure or statue, pyramid (can be a human pyramid, etc.)
- For each photo you get a point; teams with the most points win
- Have people choose a team name, provide team t-shirts, etc.
- Have employees involve their kids!
- Try ‘WikiWars’ – it requires participants to begin on one specific topic page on Wikipedia, then only use links within the article to get to the final designated topic page. For example, the first round was using the site to navigate from GIF to broccolini. [Learn more online.](#)

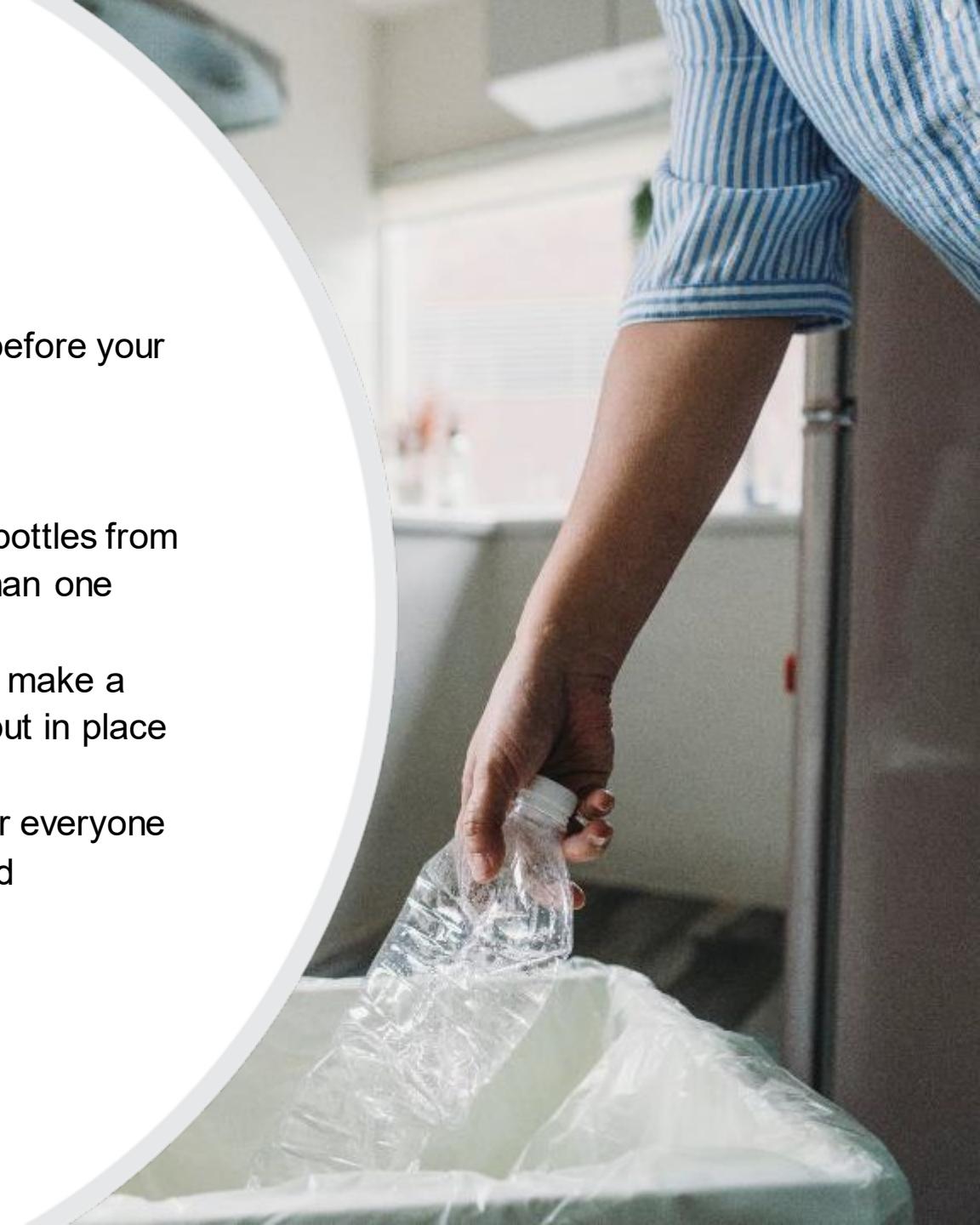


BOTTLE DRIVE

When you announce your campaign (usually a couple of weeks before your kickoff), tell people to keep their empty bottles for this event.

How it works:

- One or two days before wrap-up, a volunteer picks up empty bottles from all participants (depending on locations, you can have more than one volunteer driver)
- Driver(s) deliver bottles to the closest depot, collect cash, and make a donation to United Way through the online donation platform put in place
- Total amount is announced during wrap-up
- Connect with a bottle depot: they can be the collection spot for everyone to drop their bottles off and will count up the total dollars raised



SILENT AUCTIONS

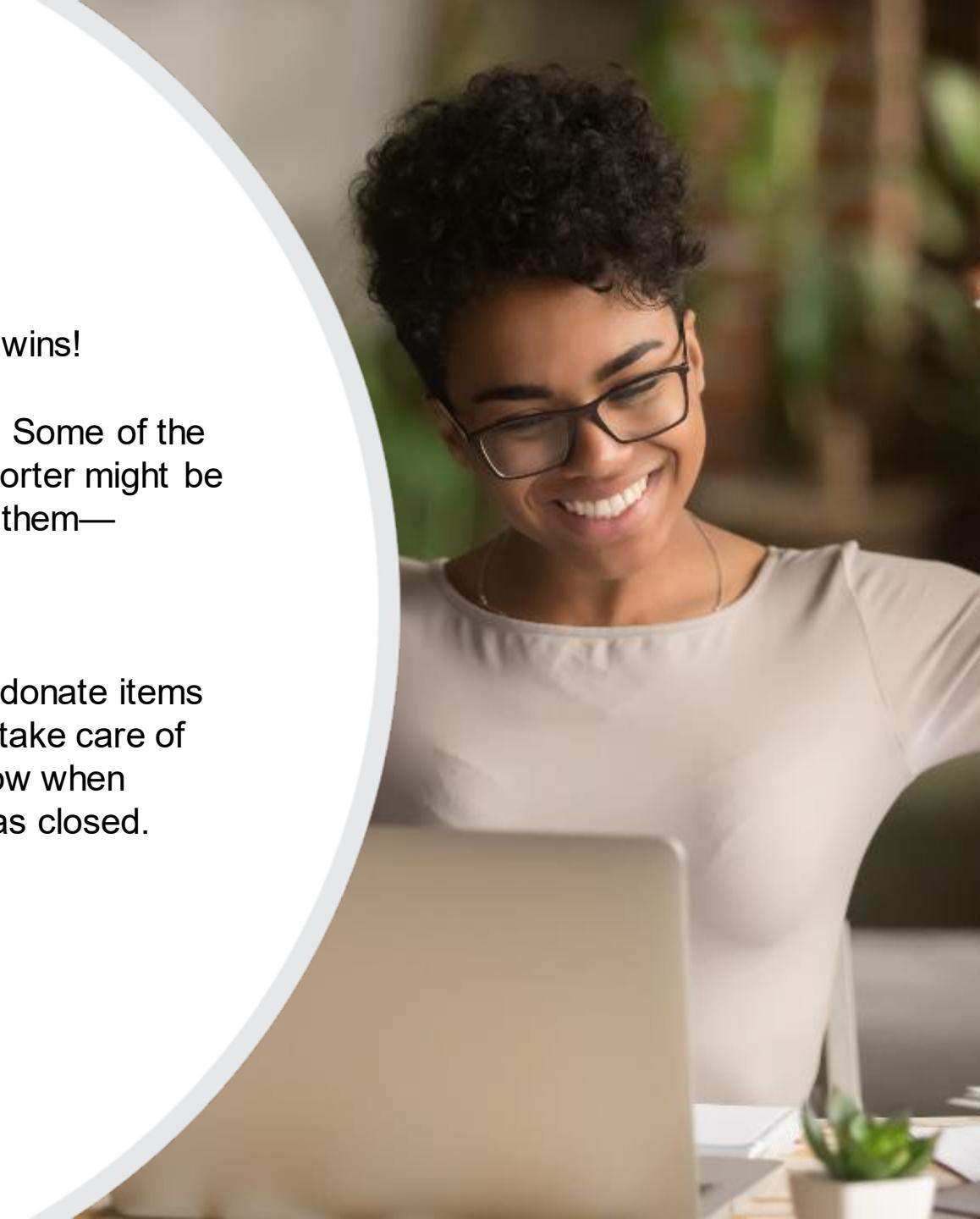


Launch an online auction! The concept is simple: the highest bid wins!

Prizes can include a variety of goods, services, and experiences. Some of the most popular items are things that can be hard to buy but a supporter might be willing to donate. Most participants will bid on things that interest them—especially if it's in support of a good cause!

How it works:

- Ask people for silent auction items or ask local businesses to donate items
- Manually sort and track bids or use silent auction software to take care of most of the work for you. It will accept bids, let supporters know when they've been outbid, and accept payment when the auction has closed.
- Promote the silent auction as part of your campaign



WALK, RUN, OR BIKE



Can't run in groups outside? No problem! The idea here is for supporters to pledge to run or walk any number of kilometres or a number of consecutive days, whether by themselves outdoors, with their family or their dog, or on a treadmill or stationary bike at home.

How it works:

- Set up a fundraiser using [United Way's Giveffect platform](#), and invite walkers, runners, and/or bikers to join as individuals or teams
- Participants fundraise in support of their individual kilometre goal and your organization's campaign
- Find ways to recognize your supporters, such as mailing or dropping off a race t-shirt to those who meet your fundraising minimum

OTHER TIPS:

You can substitute another activity in place of running, walking, or biking. Consider yoga, crafts, meditation, jump rope, or spin.

Add inspiring messages and share fundraising tips to help participants succeed!

Contact your United Way staff partner to help set up your event on Giveffect.



MORE FUN IDEAS



Bake sale: employees chip in and one volunteer delivers baked good to the employees and/or teams

Speed networking: like speed dating, have co-workers get together online and get to know one another through short, fun interactions

Online galas, open mics, talent shows, and entertainment events like paint nights or jackbox.tv games: led by colleagues and participated in from home

Dress this way: pledge \$5 to have someone else wear something special at home: onesies, formal attire, costumes, Hawaiian shirts, etc.

World record: have people gather in a unique way, e.g. the most people dressed as superman in one virtual meeting

'MTV Cribs' home tour: Take your colleagues through a tour of your house or garden

Hair cuts and head shaves: people fundraise to shave or cut off their hair



MORE FUN IDEAS



Social challenge: challenge colleagues to do something and share it on social media, tagging your organization to raise awareness of your campaign, your organization, and to have a lot of fun!

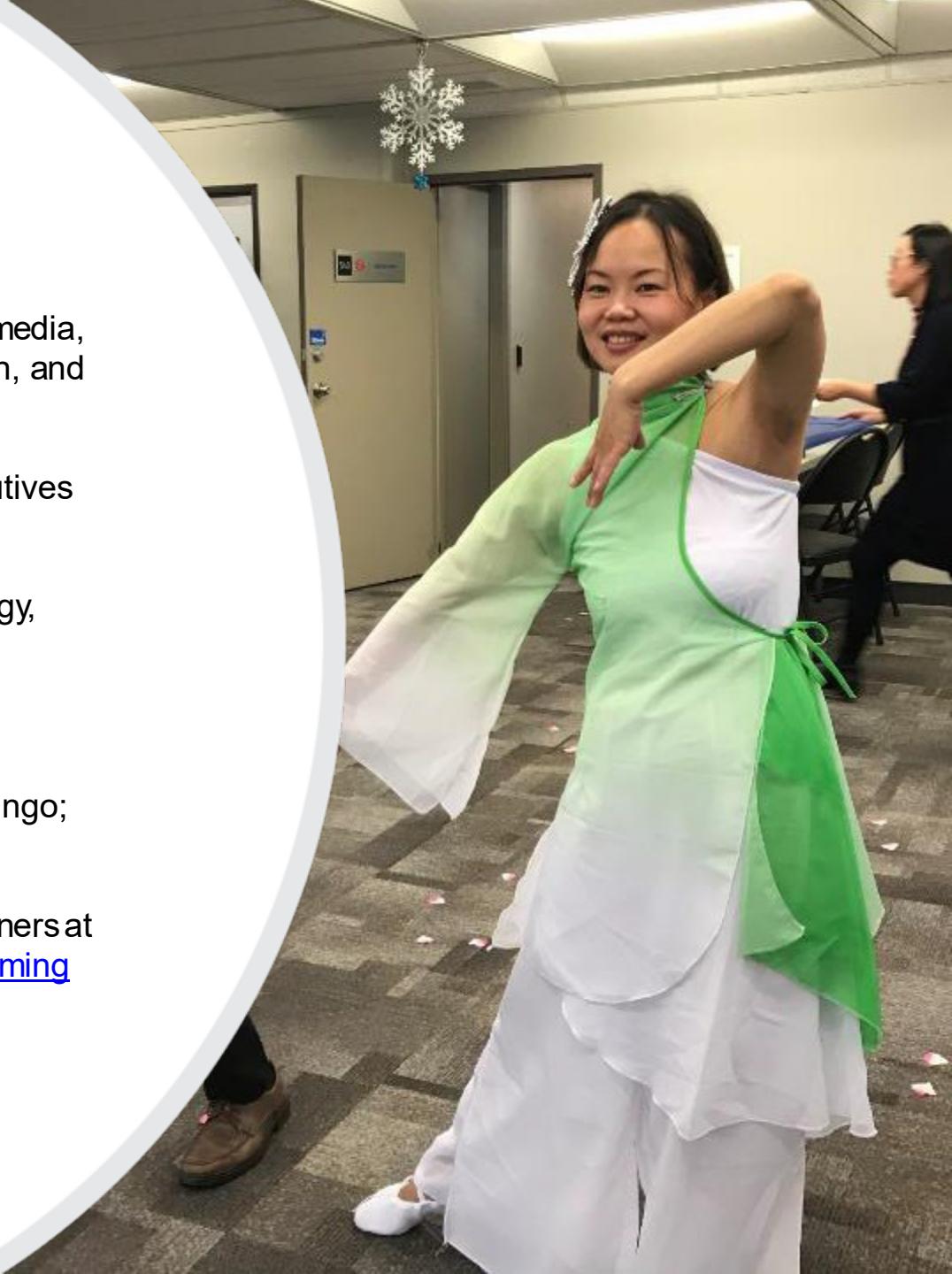
Drive thru: Drive thru BBQ, pancake breakfast, pizza, or coffee. Have your executives take part and serve!

Online classes: Jane Fonda/Richard Simmons workout classes, cooking, mixology, feng shui, learn a new skill, etc.

Early bird draws: enter those who donate early into a draw for a prize

Wellness or gratitude bingo: use [our template](#) or create your own to do virtual bingo; entry fee of \$10 and offer prizes related to health (yoga, massage, etc.)

Raffles: sell tickets to win prizes, draw names/ticket numbers, and announce winners at your campaign events. All raffles and bingos require a license from the [Alberta Gaming and Liquor Commission](#).



WELLNESS BINGO TEMPLATE

Physical wellness	Intellectual wellness	Emotional wellness	Overall wellness
Take a 1 hour walk/bike/run	Listen to a TED talk	Do a random act of kindness	Try a new healthy recipe
Take a free fitness class	Listen to a podcast	Purge your closet and donate clothes you don't need	Get eight hours of sleep
20 squats a day for a week	Watch a documentary	Keep a gratitude journal	10-minute meditation
10 push-ups a day for a week	Read a book	Leave a book in free library	DIY craft or art project
Try a new physical activity	Learn something new	Reach out to your neighbour or someone in need	Eliminate one bad habit

