



United Way
Central Alberta

Special Event Ideas





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Where Do I Start?

Special events are key to driving employee engagement when running an impactful fundraising campaign.

Before choosing an event, it's important to consider the various factors impacting your campaigns success, including weather, time of year, required resources, workplace environment, etc.

Once considered, this toolkit will provide you deeper insight into the range activities available to your organization, allowing you to select a special event best suited to your campaign objectives.





Traditional Events

Donation Drives

Find a need in the community and work with or against peers to gather items by a specific date. Ask UWCA what causes need support in your community!

No one wants to back down from a challenge!

Incorporating a healthy level of competition between employees and departments in your special events is an exciting and easy way to drive workplace campaign engagement and motivate potential donors.

Games Night

Have fun out of the office with bingo, bowling, escape rooms, or haunted houses.

Eating Contest

Challenge peers to see who can eat the most hot dogs. Make things spicy with hot wings!

Casual Fridays

Offer staff the opportunity to rep denim with a minimum donation.

Auction

Allow peers to bid on hot commodity items, experiences, events, and workplace perks (like coveted parking spots). Use gifted items from vendors and suppliers for incentive prizes.

Crowdfunding

See what kind of impact your organization can make within a 24 hour window.

-A-Thon

Encourage peers to achieve their personal goals by hosting a dance-a-thon, walk-a-thon, bike-a-thon, you name it!

Fun Runs/Walks

Promote organizational health and wellness by hosting a fun run/walk.

Team Targets

Set a specific activity for senior leaders or departments to commit to every time a fundraising target is met. 10 push-ups, a lap around the office, a funny dance.



IG Wealth Management's Pie a Manager fundraiser, 2021



Traditional Events

Specialty Lunches

Make Taco Tuesday the weekly highlight for your office.

Trivia or Game Show

Test employees on their workplace knowledge.

Gala

Pick a theme, hire live entertainment, and sell tickets to an evening of fun and philanthropy.

Pie a Supervisor

Each dollar is a vote towards the supervisor you think most deserves a pie to the face.

Contests

Get peers involved by offering one of the following contests:

- Online Auction
- Raffles, 50/50
- Gift baskets
- Day(s) Off
- Key to a box with prizes
- Wine/Gift Card Survivor

UWCA staff can support coordinating, pulling any required licenses, and setting up online auctions, as well as in-person and/or virtual raffles and 50/50.



DOW Chemicals' Dino Race, 2022.



Corporate Activities

Sponsorships

United Way is happy to offer various forms of corporate engagement opportunities through sponsored events.

Cost Saving

Are there cost savings from your workplace available that otherwise would have spent on such things as in person events, meetings and catering?

Point of Sale

Run a digital point of sale campaign or donate a portion of your company's sales to encourage online sales.

Bottle Drives & Metal Collection

Encourage employees to recycle and donate refunds to your United Way Central Alberta campaign!

Incentive Prizes

Use gifted items from vendors and suppliers for incentive prizes. Or request event sponsorship, financial donation, or in-kind donations from them toward your campaign.

Employee Matches

Have your organization provide a match for employee volunteering.



INEOS employee stands with her personalized parking staff after having top bid in parking stall auction, 2023.