

UNITED WAY CAMPAIGN VIRTUAL FUNDRAISING IDEAS



United Way of Martin County

Your United Way Representative will work with you to ensure an engaging United Way experience for your company that meets employee engagement and corporate social responsibility goals.

1. TRIVIA NIGHT

- WHAT: Feed the trivia lovers by hosting a trivia night with group and/or individual teams. Charge a participation fee for both participants and audience members.
- HOW: Use our free Jeopardy template, a crowdsourcing platform like Mentimeter or Kahoot, or create your own platform.
- IDEAS: A popular TV show, your company history, Martin County facts

2. TALENT SHOW

- WHAT: Host a virtual talent show for employees to show their talents.
- HOW: Request paid registrations in advance using an event registration app and then provide a link to access the talent show. You could also live stream via YouTube or Facebook.
- IDEAS: [Company]'s Got Talent, family talent show, department showdown

3. VIRTUAL COOKING LESSON

- WHAT: Live-stream a cooking lesson with a local or popular chef.
- HOW: Find a chef willing to create a menu with ingredient and cookware lists, and they demo how to cook it. The chef could even include a special ingredient they distribute and ship to participants.
- IDEAS: Cooking Lesson with [Chef], Fine Dine at Home, make it family friendly

4. VIRTUAL PAINTING/CRAFT NIGHT

WHAT: Live-stream a craft lesson with a local or popular artist.

HOW: Find an artist willing to create a craft and demo how to produce it. The artist could offer to send attendees all the items they need or require them to purchase from a list.

IDEAS: Cocktail & Crafts, painting, wood working, horticulture, kids craft

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5. VIRTUAL GALA

- WHAT: Host a fundraising event and invite guests to 'attend' by watching a live stream of your program, presentations and activities.
- HOW: Live stream on your event page, YouTube or Facebook. In your programming announce throughout easy ways to give, like text-to-give or online webpage.
- IDEAS: Bring-your-own dinner and watch gala, no show cocktail party, brown bag luncheon

6. DAY OF GIVING

- WHAT: A 24-hour online fundraising challenge solely focused on giving to an organization.
- HOW: Create a dedicated online giving form or campaign using peer-to-peer, crowdfunding or an event page with a tracking thermometer and donor wall.
- IDEAS: Select a date that has meaning to your organization and promote it heavily through social media, outbound texting, and email leading up to and on the day.

7. PEER-TO-PEER CHALLENGE

- WHAT: Get a handful of captains to lead a Peer-to-Peer challenge participants. Challenge the captains to fundraise the equivalent amount of what their team members do.
- HOW: Provide a dedicated fundraising page, unique keyword and shortcode for easy donation collection, along with
- images and powerful stories they can share on social media.
- IDEAS: Have weekly challenges and provide fun, inexpensive rewards for leaders.

8. VIRTUAL CHARITY RUN

- WHAT: Supporters pledge to run or walk any number of miles, steps or laps they choose wherever they choose: treadmill, elliptical, neighborhood, dog walking, in spirit.
- HOW: Host individual or team signups with peer-to-peer software and provide team and individual fundraising pages with text-to-donate keywords and shortcodes.
- IDEAS: Supporters pledge and fundraise per mile, per lap, per step, number of consecutive days 'run'. Could also be amount lifted or number of reps.