



# Engage, Educate, Fundraise

with event ideas  
like these!

## TEAM BUILDING AND ENGAGEMENT

### HOCKEY, DODGEBALL OR BASEBALL TOURNAMENT

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**Time:** 1+ hour(s)

**Cost:** low (unless renting venue)

**Difficulty:** medium

**Audience:** everyone

**Size:** 25-100

**Keys to success:**

- Create hype within the company
- Donate excess sports equipment.

### BEER/WINE TASTING

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**Time:** 2+ hours

**Cost:** medium

**Difficulty:** medium

**Audience:** everyone

**Size:** 50+

**Keys to success:**

- Make taxi vouchers available
- Ensure you have a liquor license in place

### RUN/WALK

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**Time:** 2+ hours

**Cost:** medium

**Difficulty:** medium

**Audience:** everyone

**Size:** 50+

**Keys to success:**

- Provide T-shirts.
- Plan route with City to get proper permits.

### GOLF TOURNAMENT

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**Time:** 3+ hours

**Cost:** high

**Difficulty:** low

**Audience:** everyone - may resonate with Boomers

**Size:** 32+

**Keys to success:**

- Decide how many holes are best for your group (9 or 18) and what kind of game to play (e.g. Texas scramble, etc.).
- Book the time at the golf course in advance.
- Ensure teams sign up early.

### TUG O' WAR

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**Time:** less than 1 hour

**Cost:** low

**Difficulty:** low

**Audience:** everyone

**Size:** teams of 5-15

### HYPNOTIST

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**Time:** 1-2

hours **Cost:**

medium

**Difficulty:** low

**Audience:** everyone (this could be a great Executive Challenge)

**Size:** teams of 50+

### MASQUERADE BALL

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**Time:** 3+ hours

**Cost:** medium-high

**Difficulty:** medium

**Audience:** everyone

**Size:** 50+

## SUMO WRESTLING

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**Time:** .5 - 1 hour

**Cost:** low

**Difficulty:** low

**Audience:** this could be a fun Executive Challenge, everyone

**Size:** 20+

**Keys to success:**

- Rent sumo suits.
- Have participants sign up, then organize starting pairs. Then match competitors up based on who won their match.

## CAN OR DIAPER BUILD

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**Time:** 1-2 hours

**Cost:** medium

**Difficulty:** low

**Audience:** everyone

**Size:** 25+

**Keys to success:**

- Donate diapers or non-perishable food items to a UW-funded partner in need.
- Ask participants to create a sales pitch for why their team is better than all the others.

## MINI GOLF

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**Time:** 1-2 hours

**Cost:** medium

**Difficulty:** low

**Audience:** everyone (could be a good Executive Challenge)

**Size:** 10-50

**Keys to success:**

- Get teams or individuals to enter in advance.
- Make scorecards for participants.
- Set up the mini-putt golf course through hallways, offices, interior staircases, etc.
- Be creative: Make water traps with buckets, sand traps made of popcorn, etc.

## IKEA FURNITURE OR BICYCLE BUILD

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**Time:** .5 - 1 hour

**Cost:** medium

**Difficulty:** low

**Audience:** everyone

**Size:** 25+

**Keys to success:**

- Donate completed furniture or bikes to a UW funded partner.
- Get participants to create a sales pitch for why their team is better than all others.

## FEAR FACTOR

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**Time:** 1 hour

**Cost:** low - medium

**Difficulty:** medium

**Audience:** everyone, could be a fun Executive Challenge

**Size:** 25+

**Keys to success:**

- Relate fear-based challenges to real social issues.
- Ensure safety precautions are in place for all activities.
- Lower cost by making your own fear-based activities.

## IRON CHEF

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**Time:** 1 hour

**Cost:** medium

**Difficulty:** medium-high

**Audience:** everyone (this could be a good Executive Challenge)

**Size:** 25+

**Keys to success:**

- Try to purchase food in bulk to get a discount from suppliers.
- Find a venue where participants can cook or assemble food items.
- Consider inviting the media if it's a large enough event

## MINUTE TO WIN IT

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**Time:** 0.5 - 1

hour **Cost:**

medium

**Difficulty:** high

**Audience:** everyone (this could be a great Executive Challenge)

**Size:** 25+

**Keys to success:**

- Research some fun challenges for your staff.

## SO YOU THINK YOU CAN DANCE/SING/HAVE TALENT

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**Time:** 1 hour

**Cost:** low

**Difficulty:** low

**Audience:** everyone (this could be a great Executive Challenge)

**Size:** 50+

**Keys to success:**

- Create a judging system, whether it's by panel or by audience applause.

## FAMILY FEUD/TRIVIAL PURSUIT

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**Time:** 1 hour

**Cost:** low

**Difficulty:** low

**Audience:** everyone

**Size:** 25+

**Keys to success:**

- Create trivia questions related to United Way work in the community.





## EDUCATING

### DAYS OF CARING

**Time:** 2-3 hours

**Cost:** low

**Difficulty:** low

**Audience:** everyone

**Size:** 1-40

**Keys to Success:**

- Book your Day of Caring and allow individuals to volunteer in the community.
- Choose from a variety of opportunities with our funded partners such as painting, cleaning, meal prep, arts and crafts.
- Book 1-2 months in advance. There are limited opportunities available during the fall.
- Contact your Campaign Representative or call Judy Batty at 780-443-8384

### PANEL DISCUSSION

**Time:** 1 hour

**Cost:** low

**Difficulty:**

low

**Audience:** everyone

**Size:** up to 50

**Keys to Success:**

- To plan the most successful panel with your United Way representative, choose an issue that resonates with your staff.

### COMMUNITY SPEAKER

**Time:** 10-30 minutes

**Cost:** low

**Difficulty:** low

**Audience:** everyone

**Size:** 25+

**Keys to Success:**

- Book speaker with your campaign representative at least 2 full weeks in advance.
- Consider what kind of speaker will resonate with your audience.

INSPIRE

EDUCATE

CHANGE LIVES





## POVERTY SIMULATION

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**Time:** 3 hours, including 1 hour for set-up and briefing, 1 hour for poverty simulation activity and 1 hour for debriefing and clean-up.

**Cost:** free

**Difficulty:** low **Audience:**

everyone **Size:** 50 - 80

**Keys to Success:**

- Simulation requires a minimum of 50 and maximum of 80 attendees (to be designated as *family members*).
- United Way will provide a facilitator and all materials necessary to run the simulation.
- The workplace will be requested to provide volunteers to for the simulation.
- **Note:** The poverty simulation has the most impact with large groups. Therefore, collaborative poverty simulations with other workplaces are recommended, but not necessary.
- Sign up early, limited space available at each event. Register: [www.myunitedway.ca/poverty-simulation](http://www.myunitedway.ca/poverty-simulation)

## COMMUNITY IMPACT TOUR

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**Time:** 3 hours, 4 hours with lunch

**Cost:** \$700-1500 – cost of bus, lunch if required

**Difficulty:** medium-high

**Audience:** everyone

**Size:** 40 from your organization

**Keys to Success:**

- Hear first-hand about realities faced by families and individuals living in poverty. This can be a morning or afternoon session.
- Book early as there is limited dates and space available
- To book, connect with your Campaign Representative or call Judy Batty at 780-443-8384



## COMMUNITY IMPACT (DISCOVERY) SPEAKER VIDEO SERIES

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**Time:** 5-20 minutes

**Cost:** none

**Difficulty:** low

**Audience:** everyone

**Size:** unlimited

**Keys to Success:**

- Have access to our Community speakers without the booking process
- Have attendees fill out answers to question sheet to enter to win a prize
- Have access to internet, and a projector
- Ensure speaker system works
- Preview videos at <https://www.youtube.com/user/UWACR> or click [here](#).



## FUNDRAISING

### CASUAL DAY/WEEK/MONTH

**Time:** low

**Cost:** low

**Difficulty:**

low

**Audience:** everyone

**Size:** 50+

**Keys to Success:**

- Get senior management's permission to have a casual day/week.
- Sell "I am dressed this way for United Way" stickers or pins. Each sticker or pin entitles employees to dress casually for the allotted time.
- Only those wearing the pins or stickers are allowed to dress casually.



### WINE SURVIVOR

**Time:** low

**Cost:** low

**Difficulty:**

low

**Audience:** everyone

**Size:** 50+

**Keys to Success:**

- Employees bring a bottle of wine and pay an entry fee.
- Depending on the length of the event, you can pull out one or multiple names daily.
- Allow participants to buy immunity each day/week by paying to keep their name in the contest.
- Obtain an AGLC raffle license from United Way

### BAKE SALE

**Time:** low

**Cost:** low

**Difficulty:**

low

**Audience:** everyone

**Size:** 25+

**Keys to Success:**

- Ask employees to bring baked goods in to sell to co-workers.
- Volunteers (ideally executives) take the cart around to each office to sell the goods.
- Canvassers can use this time as an opportunity to talk about United Way.

### JAIL AND BAIL

**Time:** low

**Cost:** low

**Difficulty:** low

**Audience:** everyone (this could be a great Executive Challenge)

**Size:** up to 25

**Keys to Success:**

- Get employees to pay to keep executives in jail.
- Make executives raise enough or pay enough money to get out of jail.da

United Way Special Event Tip:  
If you hold your events AFTER  
your pledge drive, you are more  
likely to avoid donor fatigue!

## DUNK TANK

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**Time:** 2-5 hours

**Cost:** medium

**Difficulty:** medium-

**Audience:** everyone

**Size:** 20+

**Keys to Success:**

- Rent a dunk tank from a local event rental business
- Encourage senior management to participate
- Auction off the “first dunk” to the highest bidder



## POLAR BEAR DIP

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**Time:** 1 hour

**Cost:** low

**Difficulty:** low-medium

**Audience:** everyone (this could be a great Executive Challenge)

**Size:** 10-50

**Keys to Success:**

- Earlier in the season would be better for this outdoor event.
- Get participants (hopefully executives) to collect pledges for jumping in.
- Rent a pool from a local event rental business

## PIE THROW

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**Time:** 0.5-1 hour

**Cost:** low

**Difficulty:** low

**Audience:** everyone (this could be a great Executive Challenge)

**Size:** 50+

## SILENT OR LIVE AUCTION

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**Time:** 1-3 hours

**Cost:** low-medium

**Difficulty:** low

**Audience:** everyone

**Size:** 50+

**Keys to Success:**

- Ask each employee to donate one interesting item to be auctioned off, or solicit items from organizations that do business with your company.
- Ask senior management or local personality to be guest auctioneer, or hire a local professional auctioneer.

## RAFFLE

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**Time:** low

**Cost:** low

**Difficulty:**

low

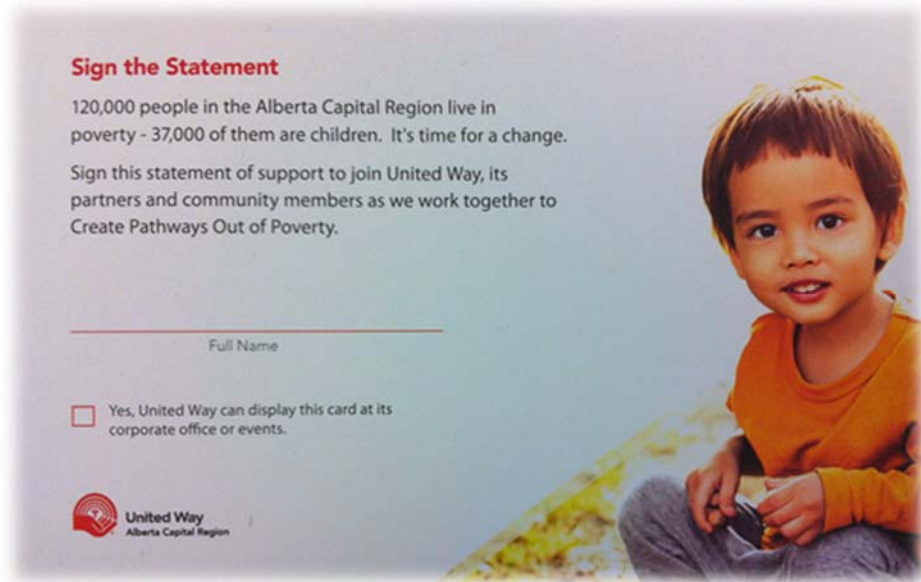
**Audience:** everyone

**Size:** 50+

**Keys to Success:**

- Get approval from AGLC (United Way can help you with this).
- Donate half of proceeds to United Way

# SIGN THE STATEMENT



## EXAMPLE

You may be familiar with a similar request issued by Oprah Winfrey called the 'No Phone Zone' statement which was launched a couple of years ago. It is a statement that you sign to declare that you will not have your cell phone in reach while you are driving your vehicle. By signing the statement, it is your pledge to keep your eyes on the road and not be distracted while driving – just a reinforcement of your commitment to safety.

## PURPOSE

Our 'Sign the Statement' to help end poverty in the Alberta Capital Region is very similar to Oprah Winfrey's 'No Phone Zone' – it is a pledge to engage and do what we can to help create pathways out of poverty – because together we are stronger. As we gather momentum with signatures, we attract more like-minded people who, 'sign up' to help with the cause. It is a show of solidarity, collective action and collective support.

## DELIVERING THE ASK


“By signing the statement of support (on our website, on the handouts or on the poster in your lunchroom/common area) you are pledging your commitment to join fellow community members and United Way and create pathways out of poverty. Together, we are stronger and change starts with all of us. This is just one more way we can help show our support to reaching our goal of a poverty-free region. So please, when you get a minute, sign your name and be counted! Thanks.”



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