



United For Our Futures



United Way of Central Maryland



Workplace Fundraising Guide

Celebrating a partnership with Johns Hopkins and United Way



JOHNS HOPKINS MEDICINE



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United Way of Central Maryland

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Welcome and THANK YOU for Volunteering!

Welcome and thank you for serving on the committee for the Johns Hopkins United Way fundraiser! As a member of the committee, you have a unique opportunity to channel the generosity, talent, and energy of your workplace to support our neighbors and advance United Way's mission of building a stronger, healthier community.

Whether this is your first year or you are a seasoned veteran, the information in this guide will help you plan and execute a smooth and successful fundraiser. We encourage you to make the most of the materials we've provided, and rest assured that your United Way Relationship Manager is always here to support you every step of the way.

Thank you again for joining the Johns Hopkins United Way fundraising committee. Together, we can bring what is needed, where it is needed most in our community.

With gratitude,



Franklyn Baker

Franklyn Baker

President & CEO

United Way of Central Maryland

United Way of Central Maryland: Who are We?

Breaking Barriers to Housing, Health, Education, and Economic Advancement

Our programs promote equity, create opportunity, and improve lives and communities by increasing access to basic needs: housing, health, education and economic advancement. We serve people in Anne Arundel, Baltimore, Carroll, Harford, and Howard counties, and Baltimore City.

Our Mission:

United Way promotes equity, creates opportunity, and improves lives by increasing access to education, employment, health, and housing. We achieve equity by dismantling systemic and institutional barriers underrepresented communities face in pursuit of happiness and the quest to realize their dreams.

United Way strengthens families and communities by taking on systemic challenges. They amplify the power of neighborhood leaders and link them to resources to bring about change.



[211 Maryland Helpline](#)

Answering the call for help 24/7/365.



[Housing](#)

Preventing eviction and ensuring stable housing.



[Education](#)

Expanding access to educational opportunities.



[Health](#)

Building healthier communities by supporting programs that promote physical and social-emotional well-being.



[Economic Advancement](#)

Helping people get jobs that pay the bills and creating more equitable workplaces.

United Way of Central Maryland Impact:

What's Needed, Where It's Needed. We make communities more livable, opportunities more equal, families more stable, and lives better for those who call Central Maryland home.

- United Way is an outlet and resource for compassionate individuals, companies, and employees to give and volunteer.
- We invest in organizations and people making a difference in Baltimore and the surrounding regions.
- We surface change agents and connect local organizations to one another so they can better address the issues they face.
- Our robust data capabilities help us monitor our success and ensure we continue to invest in efficient, effective programs. For example, the 211 Maryland United Way Helpline answers more than 100,000 calls annually, helping us direct our efforts to meet the evolving needs of our community.
- We embody a powerful combination of grassroots credibility and international clout—transforming lives locally and inspiring engagement globally.

Roles and Responsibilities

CHAIR/CO-CHAIR

The Chair/Co-Chair lead the United Way campaign strategy, driving engagement and supporting initiatives with guidance from the United Way Team. They oversee high-level discussions, ensure alignment with Johns Hopkins mission, and focus on Tocqueville donor engagement. This role is best suited for a decision-maker and support staff to execute the duties outlined below.

Executive-Level Discussions:

- **Oversee Strategy:** Lead high-level discussions on the fundraiser's direction and organization.
- **Awareness & Advocacy:** Promote the fundraiser's goals and importance, ensuring alignment with Johns Hopkins overall mission.
- **Giving Advocate** - Lead by example, emphasizing the importance of giving.

Fundraiser Management:

- **Approve Dates & Timeline:** Collaborate with United Way review and approve key dates and timelines.
- **Monitor Progress:** Stay informed on fundraiser progress and adjust strategies or timelines as needed to meet goals.
- **Debrief:** After the fundraiser, work with the United Way team to lead a discussion on what worked and what didn't. Share results, celebrate successes, and identify areas for improvement in the future.

Event Coordination:

- **Collaborate:** Work with the United Way team to organize large events, e.g. Fundraiser Kick-Off Breakfast or Tocqueville events.
- **Ensure Seamless Execution:** Lead a team to make sure events align with goals and manage details - from logistics to program execution.

Tocqueville Outreach:

- **Co-Lead Outreach Strategy:** Develop and execute strategies to increase participation among Emerging Tocqueville and Tocqueville members across all entities.
- **Outreach Subcommittee:** Work with UWCM to form a subcommittee that identifies high-level donors and creates personalized outreach plans to engage them based on their interests and giving potential.

Roles and Responsibilities (continued)

COMMITTEE MEMBER

Committee members support the United Way campaign by assisting with event planning, promoting participation, engaging donors, and helping meet fundraising goals, with guidance from the Chair/ Co-Chair and United Way Relationship Manager. This role is ideal for entity representatives who are passionate about community involvement and driving campaign success within their teams.

Leadership and Oversight:

- **Strategic Direction:** Provide leadership and guidance, ensuring the fundraiser aligns with its mission and goals.
- **Decision Making:** Approve key fundraiser elements, including target goals, strategies, and event dates.
- **Monitor Progress:** Regularly review progress and adjust as needed to meet fundraising goals.
- **Debrief:** After the campaign, review what worked and what didn't. Share results, celebrate successes, and identify ways to improve future campaigns.

Event Coordination and Support:

- **Event Planning:** Assist in coordinating events within individual entities, including kick offs, special events, etc.
- **Promotion & Attendance:** Promote key campaign events, encourage attendance.

Donor Engagement:

- **Peer-to-Peer Engagement:** Raise awareness, generate excitement, and encourage participation by engaging your network.
- **Recognition & Stewardship:** Ensure donors are properly recognized and appreciated, strengthening future support.

Campaign Communication:

- **Internal Communication:** Keep colleagues updated on the fundraisers' progress and goals.
- **Fundraiser Messaging:** Coordinate communication for kick-offs, event reminders, and end-of-campaign thank you messages.

Roles and Responsibilities (continued)

UNITED WAY RELATIONSHIP MANAGER (RM)

The United Way RM leads and supports the planning, execution, and strategy of the Johns Hopkins United Way fundraiser. They manage logistics, oversee events, track progress, and drive outreach efforts, ensuring alignment with both United Way and Johns Hopkins missions.

Fundraiser Management:

- **Fundraiser Leadership:** Actively contribute to and support executive-level discussions, providing insights and guidance on the organization and direction of the Johns Hopkins United Way Fundraiser.
- **Strategic Support:** Work with the committee to ensure that the goals align with the mission of United Way and Johns Hopkins.
- **Timeline Creation:** Develop a comprehensive timeline for the JH Fundraiser to ensure key milestones and deadlines are met.
- **Epledge Setup:** Set up and maintain the Epledge platform and draft communication emails for approval and use during the fundraiser.
- **Financial Processing:** Processes payments for United Way donations and generate relevant reports.
- **Fundraiser Status Reporting:** Provide timely and relevant updates on campaign data and funds raised, preparing reports to track progress and outcomes.
- **Debrief:** After the fundraiser, work with the chair to lead a discussion on what worked and what didn't. Share results, celebrate successes, and identify areas for improvement for future fundraisers/events.

Events:

- **Kick-off Event Planning:** Provide support for the fundraisers' kick-off events, including securing event venues, coordinating guest lists, inviting speakers, and ensuring the overall flow of the event.
- **Committee Meetings:** Organize committee meetings, ensuring that all members are informed and have opportunities to provide input.
- **On-site & Virtual Events:** Provide support for in-person and virtual events to ensure smooth execution.
- **Fundraising Page Setup:** Oversee the creation and setup of Mobile Cause event fundraising pages, ensuring they are formatted correctly and reflect campaign messaging accurately.
- **Event Reporting:** For all events using the Mobile Cause fundraising pages, track results and report on the funds raised.

Tocqueville Outreach:

- **Lead Outreach Strategy:** Develop and execute strategies to increase participation among Emerging Tocqueville and Tocqueville members across all entities.
- **Form Subcommittee:** Establish and lead a subcommittee tasked with identifying potential high-level donors and engaging them through tailored outreach efforts.

Steps for a Successful Fundraiser

Running a successful fundraiser is all about setting clear goals, making a solid plan, and keeping people engaged every step of the way. **ENGAGE** your supporters early, **MOTIVATE** them with compelling stories, **ASK** for their support in a meaningful way, and always **THANK** them for their contributions. By following these steps, you'll not only ensure your campaign runs smoothly but also build lasting connections with your supporters.

Don't worry- your United Way Relationship Manager (RM) will be there with you every step of the way!

- 1. Involve Senior Leadership**
Have senior leaders participate and encourage others to give inspiring employee involvement.
- 2. Set Clear Goals**
In partnership with your RM, define specific, measurable goals aligned with your mission.
- 3. Create a Plan**
Develop a strategy with key activities, deadlines, and team roles.
- 4. Build a Team**
Assemble a motivated team and assign roles to ensure smooth execution.
- 5. Learn About United Way**
Learn how our programs improve lives by increasing access to basic needs.
- 6. Craft Strong Messaging**
Develop clear, persuasive messages tailored to your target audience.
- 7. Launch the Fundraiser**
Start with a compelling launch to grab attention and generate excitement.
- 8. Engage Regularly**
Communicate updates and keep your audience engaged throughout.
- 9. Monitor & Adjust**
Track progress and adjust strategies as needed to stay on track.
- 10. Recognize Supporters**
Appreciate donors and volunteers with thank-you messages and public recognition.
- 11. Evaluate Results**
Review the fundraisers' success and share the outcomes.
- 12. Follow Up**
Maintain relationships with supporters for future engagement.

ENGAGE * MOTIVATE * ASK * THANK

Sample Fundraiser Timeline

Every workplace is different, so things like culture, team size, and location will all play a role in how long your United Way campaign should be and what it should focus on. Work with your internal team and your Relationship Manager (RM) to figure out what works best for your company, and don't forget to include volunteer activities to get everyone involved – even those who can't donate.

A 3-4-week campaign is often ideal (with room for extension). Kick things off with an event and follow up with a few smaller ones to keep people engaged and excited throughout. For larger companies, you might need more events and a slightly longer campaign to reach everyone.

Here's a sample timeline to guide you through planning and executing your campaign:

8-10 Weeks Out

- Meet with United Way RM.
- Set fundraiser dates.
- Review last year's campaign and materials.
- Align this year's goals with company leadership.
- Recruit your campaign team and hold the first meeting.
- Educate your team on United Way's impact.

6-8 Weeks Out

- Choose a theme*, incentives, and set special event** dates.
- Work with your RM to collect materials to build your unique online giving site.
- Plan the kick-off and assign tasks.
- Meet with your United Way RM to refine details.
- Continue team meetings.

4 to 6 Weeks Out

- Update leadership on progress.
- Plan special events** to engage employees.
- Organize volunteer activities.
- Continue team meetings- if applicable.

1-4 Weeks Out

- Create excitement and awareness.
- Promote via posters, emails, and flyers.
- Have the CEO send a campaign endorsement.
- Recruit ambassadors to invite others to the kick-off.
- Host lunch and learn sessions.
- Review plans with your committee.

During the Fundraiser!

- Host the kick-off and send a follow-up email.
- Offer events**, learning sessions, and volunteer opportunities.
- Distribute materials and share progress updates.
- Be available for questions.

Campaign Wrap-Up

- Collect remaining contributions.
- CEO thanks employees and shares success.
- Document for next year.
- Thank your team and donors.

* Appendix A - theme ideas

**Appendix B - event ideas

Sample Fundraiser Kickoff Agenda

This sample agenda covers a 15–20-minute kickoff and can easily be done virtually. This format can be adjusted to best fit your timeframe and campaign goals.

Why I Support United Way:

5 minutes

Company Spokesperson

- Share a personal story of why you LIVE UNITED.
- Optional - play a brief company-produced video.

United Way's Role within the Community:

5-10 minutes

United Way Representative

- Share the overall work of United Way of Central Maryland and its impact on the community.
- Highlight key United Way programs
- Share real life stories from program participants
- Optional - play United Way video

Leadership Ask, Next Steps, and Thank You:

3-5 minutes

Company Spokesperson

- Share goals and theme for this year's campaign.
- Highlight upcoming events.
- Provide details on participation and/or raffle drawings.
- Explain the pledge process -mention corporate match or contribution.
- Conclude with a heartfelt thank you and "Call to Action"

Sample Fundraiser Kick Off

This sample email can be sent from workplace leadership to launch the fundraiser, motivate employees, and encourage active participation in supporting the campaign's goals.

Subject: United Way Fundraiser Starts TODAY – Let's Make a Difference Together!

Dear [Team],

At [XXX], our commitment to community engagement and corporate responsibility are core values. Our long-standing partnership with United Way reflects this commitment to building stronger communities, healthier families, and better lives for our most vulnerable neighbors.

We are excited to kick off our United Way fundraiser today, running through [XXX], and we need your help to continue making a difference in Central Maryland.

United Way provides what's needed, where it's needed. Simply put, your zip code should not determine your life path—everyone deserves a chance at a better life!

Your support will help create positive change. Our neighbors are working hard to survive—let's help them thrive.

Thank you for your generosity and for being part of this important cause!

Best regards,

[Name]

[Title]

Fundraiser Tips & Suggested Strategies

Looking to make your fundraiser a success? Here are some simple and effective tips to keep things fun, engaging, and running smoothly, while building excitement and boosting participation!

Kickoff:

Record a video from a senior executive to be distributed electronically to all employees. United Way speakers are also available to talk about the impact of gifts made to United Way of Central Maryland.

Utilize Available Resources:

- Additional resources are [available online](#) – including giving guide, UW stories, program information and more.
- Your United Way Relationship Manager (RM) can guide you through steps, as well as help you goal set, train your team and more.
- Need something that is not available in the online resources? Ask your RM!

Communications:

- Consolidate and coordinate outgoing communications to avoid overwhelming employees.
- Promote any corporate match, corporate gifts or other incentives to increase contributions.
- Have your fundraising committee make individuals asks of their team. Consider phone
- calls instead of emails when making these asks. People give to people.

Incentives:

Incentives work - create excitement and promote giving!

- Popular prizes include a day off with pay or raffles for unique experiences and prizes.
- Consider using an employee's participation as entrance into a raffle, rather than charging for a ticket.

Engagement of Senior Leadership:

To inspire employees, make senior leadership visible and actively involved in the campaign. When leaders show personal investment, it motivates others to follow their example, creating unity and purpose within the organization.

Membership Networks:

Promote or join one of our membership networks! When donors make a qualifying donation, they join a vibrant network of members who gather to network, volunteer and learn about the issues and the solutions from local leaders. Learn more at [Membership Networks](#).

Themes and Events:

- Choosing a theme* for your fundraiser is a great way to add fun and excitement, making it more engaging for participants. A well-chosen theme can help create a sense of unity and purpose, while also making the experience more memorable and enjoyable for everyone involved.
- Once your workplace fundraiser is launched, work with your RM to host events that promote the campaign and add a little fun.
- Popular events** include dress down days, potluck lunches, silent auctions, chili cook off and bake sales. Your RM can provide support and supply you with messaging and talking points for these events.

* Appendix A - theme ideas

**Appendix B - event ideas

Recognition and Thanks:

- Publicize results and reiterate the impact of gifts via your company newsletter, email, or intranet.
- Send personal thank you notes to each of your fundraising committee members. To make a greater impact, involve Senior Leadership in the thank you process.
- Highlight givers of a certain level on a team call or monthly e-newsletter.
- If possible, host an event for donors who give at a certain level.

LIVE UNITED!

Opportunities to LIVE UNITED don't end when your fundraiser does. Let your colleagues know about ongoing, year-round opportunities to volunteer in the community and advocate for issues through United Way. For current opportunities visit - [Get Involved](#)

Ways to Use Your United Way Relationship Manager (RM)

- **Fundraising Materials Support:** Your RM can provide fundraising tools such as videos, talking points, posters, giving guides, donation forms, and other resources to help promote and manage the fundraiser successfully.
- **Collaborate on Communication Plan:** Work together to create or refine your fundraising communication plan. Your RM can develop a custom plan tailored to your needs, including campaign launch messaging, weekly fundraiser reminders, donor outreach, and post-fundraiser thank-you messaging.
- **Invite the RM to a Team Meeting:** Have your RM join a team meeting to give an overview of the fundraiser, its impact, and how your team can get involved.
- **Host a Lunch and Learn:** Organize a session where your RM can arrange for a speaker to dive into the details of United Way programs, answer questions, and discuss the benefits of supporting the fundraiser.
- **Host a Coffee Chat:** Create a relaxed setting for team members to casually meet with your RM, learn more about the United Way, and share ideas.
- **Tabling Events:** Set up a table in a common area where the United Way team can meet with employees, answer questions, and distribute campaign materials.
- **Access to Reports and Data:** Get insights into progress, donor participation, and key metrics to stay informed and adjust strategies as needed.
- **Monitor Fundraiser Progress:** Receive regular updates and support from your RM to track progress, troubleshoot challenges, and ensure the fundraiser stays on target to meet its goals.
- **Invite the RM to a Post-Fundraiser Wrap-Up:** Have your RM attend a meeting after the fundraiser to reflect on the results, celebrate achievements, and discuss how to improve for next year.
- **Host a Volunteer to Go:** United Way offers a variety of volunteer projects that can be done right where you work. Great for staff retreats, training sessions, or team building, these high-impact projects are quick and easy—but leave a lasting impact. Ask your RM for the latest menu of options.
- **Engage Employees in Community Based Activities:** Year-round, your RM can help facilitate community engagement opportunities. This is a great way to build teamwork while learning more about the United Way. Check out - [Get Involved](#) for additional opportunities.
- **Year-Round Engagement:** Workplace engagement does not end after the fundraiser is over. Your RM is available year-round to support your organization's CSR goals.

The Fundraiser is Over...Now What?

Keep the momentum going by staying connected with United Way year-round. Offer volunteer opportunities, share updates on donation impacts, and continue engaging your team in United Way's work. Work with your Relationship Manager (RM) to create a tailored year-round engagement plan*** to fit your company's needs. Ongoing engagement deepens understanding of United Way's mission and increases participation in events and future campaigns.

- **Volunteer Regularly:** Encourage employees to participate in [volunteer opportunities](#) with United Way. Many projects are ongoing, and volunteers are always needed.
- **Advocacy:** Support United Way by [advocating](#) for its causes in your community, whether by sharing their mission or helping to raise awareness of local needs.
- **Host a Volunteer to Go:** [Assemble kits](#) for various causes with your workplace, at your choice of location. You choose your project and cover project costs. We will take care of everything else!
- **Host a 30/30 Virtual Experience:** The [United Way's 30|30 Experience](#) is an interactive session that shows why many hardworking people can't make ends meet, highlighting the complexity of escaping economic hardship.
- **Corporate Engagement Events:** We create impactful experiences for your employees, all in one day, helping you meet your company's Corporate Social Responsibility goals in a fun and efficient way.
- **Join a Membership Network:** United Way has different [membership networks](#). Join or promote participation in one of these groups to keep employees involved.
- **Attend United Way Events:** Stay engaged by attending local United Way events, fundraisers, and community activities throughout the year.
- **Join a RUN Board:** Volunteer for a [United Way Region United Network \(RUN\) board](#) to offer your expertise and help guide local initiatives.
- **Promote Workplace Giving:** Encourage new employees to contribute through payroll giving or matching gift programs.
- **Host a Micro-Campaign:** Organize a small, focused fundraising event within your company to support specific United Way initiatives, keeping engagement high throughout the year.
- **Share Impact Stories:** Keep your team informed by sharing [stories](#) that show how their donations and volunteer hours are making a difference in the community.
- **Organize Informational Sessions:** Host casual learning sessions or more formal lunch-and-learns to keep employees informed about United Way's work and how they can continue to get involved.

***Appendix E – Year-Round Engagement Planning Worksheet

FAQs

Here are the answers to some of the most frequently asked questions:

What Does United Way of Central Maryland do?

United Way of Central Maryland strengthens lives and neighborhoods across Greater Baltimore by advancing equity and expanding access to education, health, economic advancement, and housing.

Does United Way of Central Maryland provide direct services to local people in need?

Yes, UWCM provides direct services to individuals and families in need, offering support to those struggling to make ends meet. These programs focus on housing, health, education, and economic advancement.

Why Donate to United Way Instead of Giving Directly?

- **Expert Knowledge:** United Way understands local needs and adapts to changes in health and human services.
- **Focused Impact:** Donations address key issues like housing and education, filling important gaps.
- **Broad Reach:** United Way works with many partners to bring essential services to everyone.
- **Easy Giving:** Donations can be made through payroll deductions, check, credit card, stock, DAF with options to support multiple causes.
- **Support for Nonprofits:** United Way helps partner organizations, expanding their reach.

Donating Outside of United Way?

- United Way allows donations to any 501(c)(3) charity with a minimum gift -see pledge form for additional details.
- Donations to specific charities are subject to a 5% administrative fee.
- No fee is applied to donations for United Way's own community funds.
- The 5% fee helps prevent charities from taking on extra administrative costs.

Designated vs. Undesignated Gifts:

- **Designated Gift:** Given to a specific charity of your choice.
- **Undesignated Gift:** Given to United Way to address various community needs.

Making a Gift:

- Gifts can be made anytime throughout the year.
- To be recognized in the fundraiser, donations must be made within the designated dates.

Separation or Retirement:

- Payroll deductions stop if you leave the organization due to separation or retirement.
- Pledges are tied to your employment, so you'll need to sign up again for payroll deductions through your new job.

Tax Deductibility of Donations:

- Donations to UWCM are tax-deductible under 501(c)(3) rules.
- For more details on eligibility, consult your tax accountant.

For additional questions - [FAQs](#)

For additional info on our work - [UWCM](#)

Ready, Set, Go!

And just like that, you're all set! A huge thank you for being part of your workplace fundraising committee. Your energy, enthusiasm, and commitment will be key to making this year's campaign a success—and we couldn't do it without you!

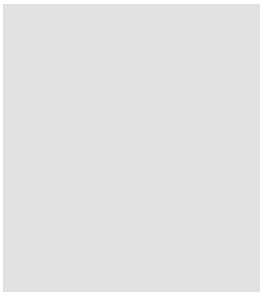
Whether you're new to the team or a seasoned pro, your involvement means the world. Together, we're not just raising funds — we're building a stronger community and making a real difference in people's lives. Your efforts will go far beyond just numbers — they'll create a lasting impact where it's needed most.

So, let's get out there, have some fun, and make this campaign one to remember! And remember, **your United Way Relationship Manager is here to support you every step of the way**, so don't hesitate to reach out.

Thanks again for stepping up and being part of something truly great. Now, let's go make some magic happen!

With Gratitude,

Your United Way Relationship Manager



My United Way Relationship Manager is:

Name

Phone

Email

APPENDIX A

Fundraiser Theme Ideas

- **Maryland Pride:** Celebrate Maryland with local food, music, and activities like trivia, crab boils, and talent shows.
- **United Way Back When (Decades Theme):** Host a party with different decades (e.g., '60s, '70s, '80s) featuring themed costumes, music, and auctions.
- **Summer-sault Into Action! (Summer Camp Theme):** Create a summer camp atmosphere with games, arts and crafts, and a campfire setting.
- **United Way of America/Pastimes:** Organize a community baseball game, hot dog-eating contest, and basket raffle.
- **ALICE in Wonderland:** Use the ALICE acronym (Asset Limited, Income Constrained, Employed) to create fun games and skits, with characters representing key themes.
- **CARE Campaign:** Focus on community causes with activities representing Community, Action, Resources, and Empowerment.
- **United Way High:** Host a high school-themed event with prom, games, and cliques (e.g., Jocks, Nerds) competing for fun prizes.
- **Seas the Day for United Way:** A beach-themed event with games like sandcastle building, water balloon toss, and seafood food trucks.
- **Blossom & Bloom:** Give to United Way: A garden theme party with plant sales, floral decorations, and gardening workshops.
- **The Great United Way Bake-Off:** A baking competition with live music, food trucks, and auctions of baked goods.
- **United Way Carnival:** A fun carnival with games, rides, food, and local entertainment.
- **United Way Around the World:** Celebrate different cultures with food, music, and activities from around the world.
- **Where There's a YOU, There's a WAY:** Highlight how individual contributions make a big impact.
- **Dynamic Duos: United Way and You:** Celebrate the partnership between United Way and its supporters.
- **Bingeing with Purpose:** Host a TV show watch party with interactive games and trivia.
- **Give Back for the Future:** A Back to the Future-themed event with time-travel games and activities.
- **The Force of Giving:** Star Wars-inspired games, trivia, and costume contests.
- **Be a Kind Neighbor:** A Mr. Rogers-themed event promoting kindness and community.
- **What's Raised Here, Stays Here:** Vegas-style casino games, raffles, and local impact focus.
- **In It to WIN It!:** A game show-inspired event with trivia, challenges, and prizes.
- **Be a United Way Star:** Hollywood-style event with red carpet, awards, and movie games.
- **United at the Drive-In:** A classic drive-in movie night with themed snacks and auctions.

APPENDIX B

Special Event Fundraising Ideas

As the United Way Community Impact Leader, you want to make this year's campaign fun and informative, showing how donations help the community. These event ideas will raise funds separate from employee pledges

Educate Employees - "Get to Know Your United Way"

Here are some fun and engaging ways to help employees learn more about United Way:

- **E-Mail & Stories:** Use email templates, employee highlights, and stories to share information about United Way.
- **Mystery Hunt:** Send clues via email or memo to lead employees to a United Way agency or a co-worker connected to an agency. Change the location every week for a month to keep things exciting.
- **Bagging It:** Have a "Brown Bag Day" where employees bring their lunch and invite a speaker to talk about a United Way program. Share the presentation summary afterward through your website or email.
- **Got Games?:** Make learning fun with a game show or trivia based on United Way facts. Use printed materials website for information. Offer incentives for participation, like spinning a prize wheel.
- **Start Right:** Include United Way in your new employee orientation. Share information about the organization and its community impact, helping new hires understand your company's philanthropic efforts.
- **Literature Drop:** Set up a table with brochures, newsletters, posters, and other United Way materials. It's a simple way to raise awareness and provide more details about how United Way makes a difference.

Food-Related Activities (If You Feed Them, They Will Come!)

- **Give a Latte:** Set up a coffee stand during a morning meeting. Ask employees to donate the cost of their usual coffee or snack to United Way.
- **Bake Sale/Cookie Exchange:** Have employees bake and sell treats. Charge extra for the recipes.
- **Employee Cookbook:** Collect and sell employees' favorite recipes in a company cookbook. Get kids to provide illustrations.
- **Candy Grams:** Sell candy with your company or United Way logo.
- **Midnight Breakfast:** Charge employees for a midnight breakfast served by executives (especially for third-shift workers).
- **Eating Contest:** Host a fun eating contest (hot dogs, pie, etc.) and charge an entry fee.
- **Chili Cook-Off:** Employees cook chili, and others pay to taste and vote for the best one.
- **Pie in the Face:** Host a whipped cream pie-throwing contest, with employees paying to throw pies at managers.
- **Potluck Payoff:** Organize a potluck lunch and charge employees to attend.

APPENDIX B *(continued)*

- **Bakery/Ice Cream Cart:** Wheel a cart around selling treats like cookies, coffee, or ice cream, with proceeds going to United Way.
- **Lunch Box Auction:** Employees prepare gourmet lunches to be auctioned off, with prizes for the best meals.
- **Taste of the World Luncheon:** Serve a buffet of international foods for lunch.
- **Executive Chef:** Auction off a homemade dinner hosted by an executive.
- **Literature Drop:** Set up a table with brochures, newsletters, posters, and other United Way materials. It's a simple way to raise awareness and provide more details about how United Way makes a difference.

Fun Activities & Events

- **Basket Auction:** Departments create and fill themed baskets (spa, golf, etc.). Auction them off, and the department with the most tickets wins a prize.
- **Car Wash:** Charge employees to have their cars washed by management. Take and sell pictures.
- **Dress Down Day:** Sell casual or silly dress days, like "Silly Hat Day" or "Ugly Shoe Day."
- **Survivor Game:** Participants pay \$5 to join and complete daily tasks to stay in the game. The winner gets paid time off.
- **Coin War:** Set up water bottles for each department. Employees drop in spare change (coins count positively, paper money negatively). The department with the most points wins.
- **Staff Services Auction:** Auction off services like babysitting, oil changes, or executive parking spots.
- **Rummage Sale:** Employees donate old items for a company sale. Leftover items can be donated to a shelter.
- **Carnival Lunch:** Host a mini carnival at lunch with games like ring toss and balloon pop, charging to play.
- **Mini Massage:** Arrange for a massage therapist to offer 15-minute chair massages, charging employees for the service.

Sports-Related Events

- **Football Toss:** Charge for attempts to throw a football for distance and accuracy. Prizes for the top guy and top gal.
- **Golf Outing:** Organize a golf outing with an entry fee. Offer fun prizes for things like highest score, most putts, and longest game.
- **Bowl-A-Thon:** Host a bowling contest at a local alley. Charge an entry fee and give a prize to the winning team.
- **Office Miniature Golf:** Set up a 9-hole course using office items (staplers, chairs, etc.). Charge a fee.
- **Office Olympics:** Create your own "Olympic" games like egg rolling, office chair races, and paper airplane toss. Charge an entry fee.

APPENDIX B *(continued)*

- **Tricycle Race:** Race on kids' tricycles around the building or parking lot. Decorate bikes, and let staff bet on the winner. Have a cookout afterward.
- **Sports Challenges:** Organize games like volleyball, softball, or basketball with a participation fee or canned goods donation. Spectators can bet on teams.
- **Ravens/Orioles Day:** Sell stickers for employees to wear team gear and host a tailgate lunch party.
- **Marshmallow Driving Range:** Set up a golf range using marshmallows. Offer prizes for the longest or most accurate drive.
- **Video Game Olympics:** Hold a video game tournament with an entry fee and donate the proceeds to United Way.

Games & Contests

- **Who Is It?:** Have employees submit baby pictures, then charge a fee to guess who's who. Award a prize for the most correct guesses.
- **E-Bingo:** Sell Bingo cards and send out random Bingo numbers via email. The first person to get Bingo wins a prize.
- **Kids Coloring Contest:** Have children color a United Way logo or a picture of giving/sharing. Offer a prize to the top three and use the artwork for thank-you cards or t-shirts.
- **Ugliest Apparel Contest:** Employees pay to enter with their ugliest tie, socks, or accessories. Take pictures and have others vote with a dollar to decide the winner.
- **Picture Match Game:** Charge employees to match high school photos, pet pictures, or celebrity images with executives. The most correct guesses win a prize.
- **Scavenger Hunt:** Organize a hunt around the office or neighborhood. Employees pay an entry fee and race against the clock to find hidden items. Offer a prize for the winning team.
- **Board Game Contest:** Have employees play a selected board game. Create a pool for the winning team or reward points for returned pledge cards.

Other Ideas

- **Jeans Day:** Employees pay \$5 to wear jeans for a day or \$20 for a week. Set a participation goal to reward with "Friday Jeans Days" if met.
- **Balloon Pop:** Employees buy balloons with a prize inside. They pop the balloon to reveal their prize.
- **Funniest Home Video:** Employees submit funny home videos. The best one wins a prize.
- **Casino Night:** Set up game tables, bingo, and snacks. Have local businesses donate prizes for winners.
- **White Elephant Sale:** Hold a sale or gift exchange with unused items or donated goods.
- **PTO Goodie Bags:** Sell bags of candy with slips offering chances to win extra time off or fun messages.

APPENDIX B *(continued)*

- **Other Fun Ideas:** Carnival games, Minute-To-Win-It games, dunk tank, cake walk, musical chairs, guessing games, singing contests, pizza parties, popcorn sales, watermelon seed spitting contests.
- **Table Vending:** Set up a table with United Way brochures and materials. Include a “facts wheel” with a chance to win a promo item.

Showing Gratitude to Contributors

Saying Thank You during and after a successful campaign, it’s important to say “thanks” to all the employees who volunteered their time and energy. Here are some ideas to convey your gratitude:

- **Thank You Breakfast/Luncheon:** Host a meal at a local restaurant or have management cook for employees.
- **Employee Bulletin Board:** Display a giant thank you card, post agency gratitude messages, or create a collage of volunteer photos.
- **Staff Meeting Acknowledgement:** Have the CEO take a moment to thank employees and recognize campaign volunteers.
- **Morning Coffee & Pastries:** Surprise employees with coffee and pastries delivered to their desks.
- **Partner with Kids:** Have children from a United Way agency draw “thank you” cards for employees.
- **Newsletter Ad:** Run a “thank you” ad in your company newsletter.
- **United Way Gifts:** Hand out pens, hats, t-shirts, or notepads with the United Way logo.
- **Paycheck Notes:** Insert “thank you” notes with paychecks or pay stubs.
- **Candy with Notes:** Give out candy with personalized thank-you notes from management.
- **Digital Thank You Messages:** Display messages on screens, bulletin boards, voice mail, etc.

APPENDIX C

Fundraiser Goal Setting Worksheet

Refer back to last year's results, then meet with your company leadership and United Way Relationship Manager to discuss your goals and initial plans for this year's campaign.

<u>Last Year Results</u>		<u>This Year Goal</u>
<hr/>	Employee Donations	<hr/>
<hr/>	# Donors	<hr/>
<hr/>	Participation	<hr/>
<hr/>	Special Events Dollars	<hr/>
<hr/>	Event Attendance	<hr/>
<hr/>	Corporate Match	<hr/>
<hr/>	Corporate Gift	<hr/>
<hr/>	Volunteer Hours	<hr/>
<hr/>	Donation Drive Items	<hr/>
<hr/>	TOTAL CAMPAIGN DOLLARS RAISED	<hr/>

(Employee Donations + Special Event Dollars+ Corporate Match + Corporate Gift)

APPENDIX D

Fundraiser Planning Worksheet

DIRECTIONS: Work with your United Way Relationship Manager to fill in the blanks below to plan your fundraiser.

Start Date: _____ End Date: _____

Goal: _____ Theme: _____

Committee Members:

TIP: Recruit committee members from different departments to encourage participation and strengthen the campaign across the organization.

Pledge Collection Type:

• Paper Donation Form

- Who is responsible for collecting paper donation forms: _____
- Forms due to RM: _____

• ePledge – unique online giving site

- Date epledge customization materials are due to RM: _____
- Items needed to customize giving site:
 - Employee file
 - Company Logo
 - Message from leadership
 - Pictures

Other Company Giving Portal:

	When	How	Who is Responsible
Fundraiser Kickoff			
Reminder 1			
Reminder 2			
Reminder 3			
Reminder 4			
Fundraiser End			

APPENDIX D (continued)

Fundraiser Communication Plan:

Fundraiser Events: Add date and details

- Kickoff Event: _____
- Event 1: _____
- Event 2: _____
- Closing Event: _____
- Volunteer Opportunities (if applicable): _____
- Donation Drive (if applicable): _____

APPENDIX E

Year-Round Engagement Planning Worksheet

Work with your Relationship Manager (RM) to create a tailored year-round engagement plan to fit your company's needs. Ongoing engagement deepens understanding of United Way's mission and increases participation in events and future campaigns.

1. Set a goal per quarter
2. Fill in each quarterly grid with volunteer events, donation drive, learning sessions, campaign planning, etc. Refer to the - **The Fundraiser is Over...Now What?** for additional ideas.
3. Track and evaluate the success of the events

Quarter 1 – January- March

- Goal(s): _____
- Activity: _____
- Activity: _____

Quarter 2 – April-June

- Goal(s): _____
- Activity: _____
- Activity: _____

Quarter 3 – July-September

- Goal(s): _____
- Activity: _____
- Activity: _____

Quarter 4 – October-December

- Goal(s): _____
- Activity: _____
- Activity: _____

By filling in this grid each quarter and working with your RM, you'll keep the momentum going all year long, making your United Way engagement fun, consistent, and impactful!