



United Way
Prince Edward Island

Virtual Fundraising Event Ideas

Unique ideas for online campaign fundraisers and special events to engage employees when working remotely. Don't forget to use our virtual event platform <https://unitedwaypei.crowdchange.ca/> to set up your fundraising event!

Physical Activities

- Workout together: Host a virtual workout for your colleagues either teaching it yourself, bringing in a professional or watching the same instructional video on YouTube. Suggest participants donate the \$10 they would have spent on a drop-in class.
- A physical challenge: For every \$10 raised, employees commit to climbing flights of stairs, doing a certain number of push-ups, planks, or some other physical feat.

Food and Nutrition Activities

- Virtual cooking lessons: Have local chef do a cooking lesson! People can pay to register for the event.
- Digital cookbook: Everyone contribute a favourite family recipe and then staff could pay \$10 to have access to the full digital cookbook.
- Food box fundraiser: Partner with a local business like a butcher shop or a local farmer's market to do a meat box or a veggie box. A percentage of each box sold goes to United Way.

Entertainment, Arts and Culture

- Movie viewing: Host and invite your friends to watch the latest movie or an old favourite. Everyone donates what they would have spent going to the theatre and you all enjoy chatting about your favourite scenes, favourite characters, and the best snack pairings.
- No-Binge Netflix Challenge: Select a new Netflix series to watch together, but you can only watch one episode per week – just like the old days! Send out a weekly challenge/poll on what people think will happen in the next episode. Give a donation to participate in series challenge and bragging rights to weekly poll winners.
- Local Music Night Fundraiser: Ask a local musician to do an online performance with a “cover fee” for donations. Don't forget to pay your musician!
- Read-a-thon: Participants pledge to read a certain number of books in a set time and ask their friends and family to support them with a donation.
- Online Paint Night: Everyone can follow along to the same instructional video on YouTube or bring in a professional instructor!
- Online Gaming Tournament Fundraiser: An all-day or evening game challenge for charity, collect pledges, and play a video game or board game for “X” hours straight.

Just Have Fun!

- Office talent show: Think your co-workers are a super talented bunch just waiting for their moment to shine? Host a virtual talent show and ask them to record and upload a 2-3 minute video of themselves showcasing their talent (think singing, playing an instrument, doing a magic trick, or juggling fruit!). Encourage people to vote for their favourite act by donating, where every donation is a vote towards selecting a winner. The act with the highest dollar amount raised wins! To raise even more money, consider asking for a registration fee from all the contestants, or asking executive leadership to sponsor a contestant, and have it count towards their total money raised.
- Isolation beard/ponytail fundraiser – Grow your ponytail or your beard challenge, fee to get in the challenge (\$10 example) and a cost if you shave/cut before the end (\$100).
- Haircut fundraiser: Try a home haircut and donate what you would have spent going to the barber or salon. Even better – have your colleagues join you virtually and laugh together as you shave your heads or try a new style.
- A “dare” fundraiser: For every specific amount raised, someone commits to doing something that a friend dares them to do. (Get management involved to motivate staff)
- A new kind of casual/jeans day: Instead of jeans day you could donate to wear your pajamas while you work from home or host a fancy virtual staff meeting where everyone dresses in their fanciest clothes!
- Theme days/meetings: Jersey day, 80’s meeting or ugly sweater event.
- Virtual scavenger hunt: With things from around the house or that you would find on a walk around the block. Your entry fee is a donation and perhaps there is a prize for whoever submits photo evidence of having located all the objects first.
- Trivia night: Host a virtual trivia night, pick a theme, set the time, and have everyone join you via Zoom/Microsoft Teams for some fun and education!
- Jeopardy game: Host and play Jeopardy on Zoom/Teams using JeopardyLabs (<https://jeopardylabs.com>). Use one of their pre-built templates. Have departments compete against each other!

Other ideas:

- Online auction: Since people are buying a product you can e-transfer and this does not require a lottery license. Besides offering a variety of unique and useful items, remember to also include services (when the situation permits) and virtual experiences. Encourage donations of popular items (gift cards, gift baskets, etc.), as well as unique and rare ones (sports memorabilia, autographed items, virtual coffee with a prominent person within your organization, etc.).
- Virtual raffle: Gather items from local businesses and use online platform to perform raffle.
- Zoom bingo: Have either cash prize or donated prizes and entry fees.
- A home party type fundraiser: Where you receive a % of the orders. Find your local representative and connect with them to organize an event. Some popular home party opportunities are Tupperware, Scentsy, Epicure, Tiber River, etc.

- Coupon book & peeler / Gift card basket fundraisers: Support and partner with local restaurants for gift card and sell tickets (winner can use to order food by delivery) or selling peelers cards of values or coupon books usually you would receive a percentage of the amount sold.
- Donate your commute/coffee/parking: If people are working from home, challenge them to consider donating the cost of their daily commute, parking, coffee, or lunch!

CrowdChange Platform

Create your event on our virtual platform, found here: <https://unitedwaypei.crowdchange.ca/>

All transactions are deposited into the United Way of PEI account, which limits your need to handle cash donations.