



ENGAGEMENT IDEA GUIDE

LIVE UNITED

Let's get excited for a thriving Kennebec County! In this Engagement Idea Guide, find an assortment of activities and resources to help you and your team raise awareness, funds, and spirits in support of your United Way workplace campaign.

Whether you're planning to gather in-person, virtually, or a little bit of both, this guide offers you a collection of options that we have tried, ideas that have been shared, and some helpful how-tos.

EVENT IDEAS WITH HOW-TOS

- Can Drive Kan Jam Tournament
- Walk for United Way
- Trivia Night
- Outdoor Game Tournament
- PTO Raffle

OTHER EVENT IDEAS WE LIKED

- Appreciation Grams, Bake Sale, Bike Off, Garden or Plant Sale, Holiday Party, Photo Contest, Wii Bowling Tournament
- Have a great engagement idea? Share it with us at info@uwkv.org.

For More Information: Contact your ECM or United Way of Kennebec Valley representative.



United Way
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CAN DRIVE KAN JAM TOURNAMENT

GOOD FOR: Several teams of two people

TYPE: In-person

TIME: 1 hour

DESCRIPTION: A fun, outdoor frisbee game to benefit your local United Way and local food pantry. Teams of two take turns tossing a frisbee between two plastic cans, scoring points if the disc hits or is deflected into one of the cans.

HOW TO DO IT: Rent or buy a few Kan Jam sets. Send a company-wide email inviting co-workers to get in teams of two and register for a fee to join a Can Drive Kan Jam Tournament. Present the option to bring in non-perishables to donate to your local food pantry for extra points. Keep it casual or create a competition bracket to see which team comes out on top. Have a fun prize for the winning team!

STEP CONTEST - WALK FOR UNITED WAY

GOOD FOR: Any size

TYPE: Virtual or in-person

TIME: Ongoing

DESCRIPTION: Invite your team to count their steps in a friendly competition to see who can go the furthest! Focus on how movement helps your physical and mental health and share United Way's Impact2032 community report to showcase the work United Way does to improve the overall health of Kennebec County.

HOW TO DO IT: Invite co-workers to join the challenge for a fee and start tracking their steps to see who goes the furthest over a certain time frame! Set up a group fundraising goal and use [GiveSignUp.org](https://www.givesignup.org), [Charity Foot Prints](#), [Charity Miles](#), or [MobileCause](#) to create a donation page. Encourage co-workers to get together for walks and get those steps in! Once the set time frame has passed celebrate the winner with a small prize and share the results of the fundraising!

TRIVIA NIGHT

GOOD FOR: Any size (break-out groups recommended for large groups)

TYPE: Virtual or in-person

TIME: 1-2 hours

DESCRIPTION: Host a Trivia night using a theme or UNITED messaging. Charge a price for team and individual entry. Make silly 1st, 2nd, and 3rd place trophies, or make it really interesting and have your top prize winners get a Friday off.

HOW TO DO IT: Send out an email invitation to your co-workers to get some teams together and sign up for a staff trivia night! Based on your theme select some fun, conversation-starting questions and maybe even choose someone to emcee. Remind everyone participating that the small fee to sign up goes to your local United Way and share an impact video so your colleagues can see the impact of their support. Have a few fun prizes for the winning team, runner-up and last place!



SILENT AUCTION

GOOD FOR: Any size

TYPE: Virtual or in-person

TIME: Ongoing

DESCRIPTION: Raise funds by auctioning a variety of fun, unique, and useful items, services, and experiences. Auctions can work online or in-person. The concept is simple – the highest bid wins!

HOW TO DO IT: Encourage your co-workers to donate popular items like gift cards, services, wine and spirits (if allowed), or gift baskets, as well as unique and rare ones (sports memorabilia, autographed items, coffee with a prominent person within your organization, artwork, crafts, etc.). Variety is key! Silent auction sites like [Bidding Owl](#), [Rallyup](#), [OneCause](#), and [ClickBid](#) make managing the auction a breeze.

OUTDOOR GAME TOURNAMENT

GOOD FOR: Large groups

TYPE: In-person

TIME: 30 minutes+

DESCRIPTION: Give the office a chance to gather together outside for a little friendly competition. Choose an outdoor game (cornhole, bocce, putting, croquet), and away you go!

HOW TO DO IT: Rent or borrow any equipment you might need. Have teams or individuals pay a fee to sign up to play. Keep it casual or create a competition bracket and see which team comes out on top. You can even let teams buy their way back in – for a price.

VACATION DAY RAFFLE

GOOD FOR: Any size

TYPE: Virtual

TIME: Ongoing

DESCRIPTION: Could your team use an extra vacation day? Set up a raffle for staff to enter for an extra vacation day to benefit United Way of Kennebec Valley.

HOW TO DO IT: Send out an email inviting your team to enter for a chance to win an extra vacation day! Each entry would cost a small fee that could be paid via Venmo, Paypal, or Apple Pay with proceeds benefiting United Way of Kennebec Valley. Maybe even provide the chance for people to enter multiple times for an additional donation! When you announce the winner, share the results of the fundraising with a big check photo op!



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WALK OR RUN

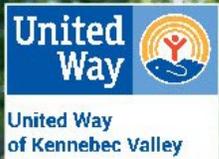
GOOD FOR: Any size

TYPE: Virtual or in person

TIME: 30 minutes to 1 hour

DESCRIPTION: Motivate your co-workers with a walk or run. Not only does it inspire people to keep active and moving, but it can also create fun, friendly competition amongst everyone involved! Encourage participants to add a personal touch by taking photos of themselves doing the challenge and feature video clips in your e-mail communications or intranet to inspire others to participate.

HOW TO DO IT: Use GiveSignUp.org, Charity Foot Prints, Charity Miles, Map my Run, Strava, or another site you trust to create your route. Use a registration tool like Eventbrite or Constant Contact and set a registration or financial goal for the race. Mobilize and use social media or your company's intranet to promote internally. Participants can get together for the walk or run or complete the route on their own. Celebrate participants with rewards or medals. Report back on who raced, results, and impact.



CLASS: COOKING, CRAFTING, PAINTING

GOOD FOR: Any size

TYPE: Virtual or in person

TIME: 30 minutes to 1 hour

DESCRIPTION: Host a class on a special topic, either in person or via livestream, and invite your co-workers to register. Find an excellent cook, impressive seamstress, origami master, or painting genius who will lead a lesson. People will be excited to learn something new and support a great cause.

HOW TO DO IT: Choose your preferred virtual platform or find a location to gather in person. Use a sign-up form to register participants. Send an email to promote the opportunity and, if possible, send a "teaser" video featuring the presenter. Hold your class at a time that is convenient for your colleagues and provide a list of ingredients or art supplies ahead of time. Remember to record the session to re-share at a later date. Enjoy the fruits of your labor, whether it's an artful painting for your wall or a yummy dessert just for you—it's all about the F-U-N!

BAKE OFF

GOOD FOR: Any size

TYPE: In person

TIME: 30 minutes to 1 hour

DESCRIPTION: Host an office bake off with your colleagues and crown a star baker.

HOW TO DO IT: Have participants bring a baked masterpiece into the office. Place a bowl in front of each dessert and encourage people to vote for their favorite dessert by dropping donations into the bowls. The baker who gets the most "votes" wins! After the event, share the results, photos, links to videos, and make an ask for any final donations, if appropriate. Choose a prize, such as being featured in your next all staff/team e-mail, getting an extra vacation day, or bragging rights!



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of Southern Maine

OTHER IDEAS WE LIKED:

- Raffle:** Do a 50/50 raffle and get folks to chip in with Venmo, Paypal, RallyUp, or Cheddar. Set a deadline, send the invite, and away you go!
- Appreciation Grams:** Design notes of thanks or congratulations for co-workers to buy and send to each other.
- Bake Sale:** Invite co-workers to bring in and sell delicious baked goods. As a bonus, ask your company if they will match the funds raised.
- Happy Hour:** Hosting an in-person or virtual happy hour can be a great bonding experience for you and your co-workers.
- Garden or Plant Sale:** Get your co-workers together and create a plant stand. Sell items from your garden (or starts).
- Holiday Party:** Bring your co-workers together for a holiday meal and mingle by hosting a virtual or in-person holiday party.
- Photo Contest:** Host a themed photo contest and have your colleagues submit photos. Let the whole office vote (for a price!) on which one best meets the theme. Themes could be a thriving Kennebec County, Great Outdoors, Hidden Beauty – the options are limitless, so get creative!
- Bike Off:** Compete for a cause! Gather for an in-person bike ride or jump on your home exercise bikes and compete against team members or another company.
- Wii Bowling Tournament:** Same idea as the Outdoor Game Tournament, only with a Wii or Switch!

HELPFUL TOOLS & PLATFORMS:

Video Conferencing: [Microsoft Teams](#), [Zoom](#), [Skype](#), [Google Hangouts](#), [GoToMeeting](#)

Video Streaming/Uploading: [YouTube](#), [Watch2Gether](#), [Vimeo](#), [Google Drive](#), [OneDrive](#)

Bidding Sites: [Bidding Owl](#), [Rallyup](#), [OneCause](#), [ClickBid](#)

Registration Platforms: [Eventbrite](#), [Constant Contact Events](#), [Brown Paper Tickets](#), [BookWhen](#)

Running/Active Platforms: [GiveSignUp](#), [Charity Foot Prints](#), [Charity Miles](#), [Map my Run](#), [Strava](#),

Polling or Surveys: [SurveyMonkey](#), [Mentimeter](#), [Doodle](#)

Trivia: [TriviaMaker](#), [CrowdPurr](#)

WE HAVE PRIZES, TOO:

- Webcam privacy covers
- Logo ice scraper
- Face buffs/performance headwear
- Blue winter knit hat
- UW rainbow leather key chain
- UWKV logo pen
- Tote bag
- UWKV rally towel

