

SPECIAL EVENTS GUIDE 2008

Special events act as an excellent complement to your United Way campaign. They create excitement and awareness and can set the stage for your employee canvass. They can bolster donations, increase employee morale and create a team environment. Special events are another way of helping your employees get to know United Way and each other even better.

When you choose a special event we highly recommend that you:

- Determine whether your event is to raise money, awareness, or boost employee morale – remember that special events can be very resource heavy and **in the most successful campaigns, only 10% or less of the total dollars raised come from special events**, so consider using events more for the awareness and morale aspects.
- You may decide to hold a kick-off event to promote the campaign. However, best practices are to position fundraising events after the employee pledge form canvass so that individuals do not feel that the money they are spending on various events replaces their payroll, cheque or credit card contributions.

Consider potential events carefully when developing your campaign plan. Be sure to ask the following questions:

- What would we like to accomplish? Raise money? Raise awareness? Boost employee morale?
- How much time is available to plan the event? Resources? Budget?
- What is the estimated employee participation?
- How many employee volunteers are required to run the event?
- Have we tried this event before? Was it successful? How much money did it raise?
- What is our goal for this event?
- Who will organize it?
- Do we need special approval or a license?

PUBLICITY

The two P's of Special Events are PLANNING and PUBLICITY.

Many perfectly planned events have had disappointing results because no one knew about them. When your event is targeted towards your employees, it is essential they know about it! Put up posters, send memos and e-mail messages. Mention it at staff meetings. Appoint a recruitment officer to "roundup" participants. Promote your event every chance you get!

WHAT RESOURCES ARE AT MY DISPOSAL?

There are many resources available to enhance your special events and they are only a phone call away. Call the United Way office at (905) 474-9974 and ask for any of the following items, which will be provided at no charge:

- | | | | |
|-------------------|------------|----------------|-----------------------|
| * campaign videos | * posters | * banners | * brochures |
| * certificates | * balloons | * pledge forms | * dress down stickers |

Multi-language information is also available.

Contact your Campaign Representative or United Way for assistance and information on the planning of your event. We are here to help you.

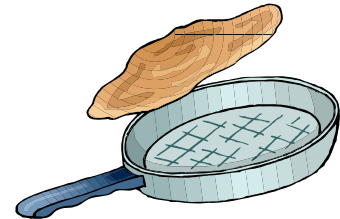
The following are a few suggestions

GOOD LUCK WITH YOUR EVENT, AND REMEMBER THE MOST IMPORTANT PART – HAVE FUN!

SPECIAL EVENTS = EMPLOYEE AWARENESS

BREAKFAST OR LUNCH SERVED BY MANAGEMENT

Cost of running event: Low to Medium
Degree of difficulty: Low to Medium
This event raises: Awareness & Money



Arrange for management to serve breakfast or lunch in the company cafeteria. Employees can tip for the best service, with all proceeds going to United Way! Managers can also challenge each other in the “longest arm” contest to see who can carry the most plates without dropping any!

A STROKE OF GENIUS – MINI-PUTT FUN

Cost of running event: Medium
Degree of difficulty: Medium
This event raises: Awareness & Money

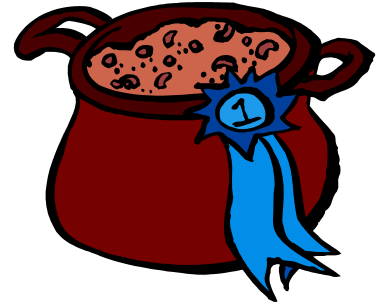


Advertise in advance for foursomes to enter (BYOP: Bring your own putter). Charge a flat fee per foursome. Solicit prizes from contacts/suppliers or employees. Develop score cards for participants. Set-up a mini-putt golf course throughout hallways, offices, and elevators. Be creative: construct water (bucket) traps and sand (popcorn) traps. Lowest score wins!

HOT FUN – A CHILI LUNCH

Cost of running event: Medium
Degree of difficulty: Medium
This event raises: Awareness & Money

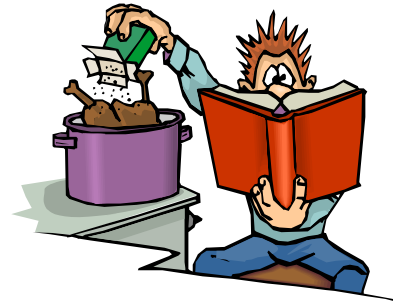
Advertise well in advance with posters, memos and bulletins. Ask co-workers to help prepare the chili, rolls and salad in advance. Set up early in the morning, simmering chili in slow cookers. Approach your department heads, executives, or company president to do the serving. Have a chili cook-off – invite employees to bring in a batch of their best! Co-workers can judge the chili on taste, texture and fire value.



GOURMET FUN – A POT LUCK LUNCH WITH COOKBOOK

Cost of running event: Low
Degree of difficulty: Low
This event raises: Awareness & Money

Ask each staff member to contribute a dish for the pot luck luncheon. Encourage them to bring in the recipe for their dish and organize the recipes to create a staff cookbook. Sell the cookbooks later to raise money for United Way.



TEAM CHALLENGES

Cost of running event: Medium
Degree of difficulty: High
This event raises: Awareness & Money



In combination with a company picnic or barbecue, various competitive sports such as volleyball, basketball, baseball, tug-of-war, obstacle courses, etc. can be played. All teams pay an entrance fee with the winners receiving an award or medal. A separate admission fee for spectators could also be charged. A winter theme could be introduced to a mini-olympics event using sports such as team skiing, toboggan races, biathlon, etc. If the game requires an umpire, recruit the president!

PAPER AIRPLANE CONTEST

Cost of running event: Low
Degree of difficulty: Low
This event raises: Awareness & Money



Does your company have a second floor with a balcony? If so, you can have lots of fun with a paper airplane contest! Contestants are asked to design their own airplane, and the one that stays in the air longest is the winner. Or take another approach and make a target...the plane closest to the mark gets the prize! This event could also be done outdoors...use your imagination!



AUCTION OFF A FRIEND!

Cost of running event: Low
Degree of difficulty: Low
This event raises: Awareness & Money

Ask a friend if they would be willing to auction their services! Do you know any chefs, masseuses, interior designers, contractors, or estheticians? You can bet that your co-workers will buy raffle tickets for a chance to win their services!

SHARE WHAT'S HAPPENING

There are great things happening during United Way of York Region's Annual Campaign! We'd like to share these stories with the media. Let United Way know when you're planning a terrific event or releasing some really good news. Simply fill out the form below and fax or mail it in to us.

Good News From: _____

Contact: _____

Phone/Fax: _____

Event Date: _____

Time: _____

Location: _____

Details: _____

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