



2020 CAMPAIGN EVENTS AND GAMES

Here are some creative campaign ideas to try in the office or from home, whatever your situation may be! Have fun, get engaged, and increase employee participation! Use the money collected as “special event” income for your campaign.

IN OFFICE (SOCIALY DISTANT)

- **Casual Dress Coupons:** Sell coupons for dress down days. Be sure to date the coupons so they can't be used more than once; be clear what is acceptable dress; and post signs to make visitors aware of what's going on in your office and why.
- **Book, CD, or DVD Sale:** Employees donate items and sell them for \$2-\$5. You can also do this as a “white elephant sale” with items people don't want after a long quarantine. One person's junk is another person's treasure!
- **Wage Penny Wars:** Each group can have a Community Shares collection jar to use in the common area of their departments. Every penny counts as point, but silver coins/change will count against you (i.e. minus five for a nickel, minus 25 for a quarter, etc.). Teams win by putting nickels, dimes, and quarters in someone else's jar. Winners enter a drawing or receive a prize (or bragging rights)!

VIRTUAL OR IN OFFICE (SOCIALY DISTANT)

- **Lunch and Learn Event:** During a lunch hour, invite a speaker from a Shares group to make a presentation on a topic that will interest your co-workers. Shares staff can help you brainstorm potential topics! You can make this a digital experience as well! Use Zoom or Google Hangouts to connect with co-workers from home!
- **Day/Half-day Off:** Provide an extra personal day off for those who donate over a certain dollar amount. One of our campaign sites does this successfully and calls it their “angel day.”
- **Baby Picture Match Game or Pet Match:** Have employees pay to enter a photo of themselves as a baby or their pet. Create a document to send out via email with the pictures labeled with letters or numbers. The person who guesses the most baby photos or pets correctly wins!
- **Crazy Clothes Days:** Have a costume contest either at work or at home during a virtual meeting. Create a theme (such as silly hats, wacky make-up, etc.) and have judges pick their favorites!
- **Flower or Candy Gram:** If you are in-office, buy a bulk amount of flowers or candy and offer employees the chance to send them to co-workers in the office. If you're working from home, do the same, but charge more (maybe \$2/\$3 instead of \$1) to mail a card and a small treat to a colleague. This is a chance to show your appreciation for co-workers!
- **Silent Auction:** Have an auction with items and prizes employees have donated. You can use a free online auction platform to auction off these products if you aren't in the office.
- **50/50 Raffle:** Get a roll of raffle tickets or online raffle tickets. Sell as many to each person as they want for a fixed fee (\$1, \$5, etc.). The participants write their name on the ticket. The winner of the draw wins half of the amount raised! You can also print out tickets at home and write the names on the tickets for each person prior to a “ticket draw” over Zoom.
- **Spelling Bee:** Host an in-person or online spelling bee. Audience members pay for “tickets” to watch their co-workers spell!
- **Jar Game:** Set up a jar of candy or small objects in your office or take a picture of the jar to circulate via email. Have people guess how many pieces are in the jar. Closest wins!
- **Coronavirus “Swear Jar”:** Have a price (suggested \$1 or \$2) for every time someone mentions Coronavirus in the office or in a virtual meeting.

VIRTUAL:

- **Happy Hour:** Have the option to donate money to finish early on a certain day and attend a virtual happy hour to reconnect with co-workers!
- **Book/Movie Club:** Much the same as “Lunch and Learn,” choose a book/film that is relevant to issues you come in contact with at work and have a lunchtime or after-work discussion. Community Shares, or one of our member organizations, can suggest a book/film on a topic you’d like to unpack.
- **Digital Workout Class:** Get together with your colleagues for a virtual gym session—have an employee lead a workout over Zoom/any video chat service. Charge for participation!
- **Digital Workshop:** This is the same as Workout class, except with another skill!
- **Challenges:** Ask employees volunteer and set an amount at which point they will do a certain challenge (i.e. a person could volunteer to eat a hot chili on camera if a certain amount of money is raised)! This is a chance to see your co-workers do something funny!