



## Special Events and Fundraising Tactics

How to make the most of your campaign

### Generating excitement for your campaign

Generating excitement and bringing employees together is an important part of a campaign. Planning a great time for fun interactions between colleagues could mean the difference between a good campaign and a great one. Now is the time to flex your creative fundraising muscle! Below are a few event ideas to get you started.

**Don't forget to make it informative, relevant and most importantly - fun!**

1

#### **Challenge your colleagues**

Create some excitement in your workplace and draw up challenges or a competition with your peers. Perhaps a fundraising challenge, a sporting competition or a "thon" event like a walk-a-thon, jog-a-thon etc. See who can raise the most money for the challenge!

2

#### **Health and Wellness focus**

Health and wellbeing is vitally important to all of us, and there's no reason we can't incorporate fun healthy activities into our fundraising. Challenge coworkers to raise \$10 for every kilometre they will run or pushup they can do!

3

#### **Virtual events**

If not everyone in your workplace is in the office 5 days a week, there's still plenty of fun to be had virtually. Try a virtual trivia game, challenge staff members to join in on virtual learning opportunities or maybe try an online auction.

4

#### **Non-traditional fundraising**

If you've tried payroll giving and traditional fundraising tactics but have been unsuccessful, maybe your workplace would respond to a collection drive. A bottle drive or gifted items needed by our community can go a long way!

5

#### **Contests**

Everyone loves to get involved in a raffle, guessing game or bingo tournament. Try to organize a simple and fun contest in your workplace with a small buy-in and prize incentive.