

NO BORING CAMPAIGNS: PUTTING THE FUN BACK IN WORKPLACE FUNDRAISING

United Way of Berks County brings people together, so no one faces life's challenges alone. This workplace campaign playbook is a creative way to accomplish our mission: bringing workplaces like yours together to grow in community and help our neighbors across Berks.

HIGH-FIVE ENERGY KEY

We've rated every campaign activity in this playbook using our High-Five Energy Scale. That way you can find the perfect match for your company's unique culture, pace, and comfort zone.

1 

SIMPLE & PROFESSIONAL

Quiet, easy, and fits seamlessly into any workday.

2 

WARM & EASY

Designed to encourage socialization with low pressure, light fun.

3 

SOCIAL & EXCITING

Gets co-workers talking, sharing, and doing.

4 

HIGH-ENERGY RIVALRY

Trendy, fun, and it might get loud with a great workplace buzz.

5 

FULL-THROTTLE FUN

Highly interactive and guaranteed to make lasting memories with creativity and laughs.



1

THE ULTIMATE PTO RAFFLE

Sell raffle tickets for \$5 or \$10 each to raffle off the coveted extra paid day off (or a couple of a half-days).

FLEE AT 3

Sell "flee at 3" passes for a donation amount. It's a workplace pass to leave work at 3PM on Friday to kickstart the weekend early.



2

BALLOON GRAMS OF APPRECIATION

Employees buy balloon grams for coworkers to share kudos. Inside each balloon is a hidden note of appreciation.

LUNCH AND LEARN TALKS

Find colleagues with a fun skill or unique hobby and ask them each to host a 15-minute mini-lecture at lunch. Employees give a small donation to watch the lectures.



3

THE "RENT-A-COWORKER" GAME

Have team members volunteer helpful services for a day and colleagues can rent their time via a donation. Services can range anywhere from office coffee run to tech support.

FOOD TRUCK KICKOFF

Partner with local Berks County food trucks to park outside the office for delicious food and socialization. A portion of the proceeds from lunches can go toward your campaign.



4

DOLLAR WARS: THE SABOTAGE EDITION

Each department gets a jar. \$1 bills add positive points (+100), but rivals can sabotage your total by dropping in \$5 (-500) or \$10 bills (-1000). Highest score wins!

MINI-GOLF THROUGH THE CUBICLES

Have departments use office supplies to build a creative mini-golf hole in their section of the office and employees pay a donation to play.



5

EXECUTIVE COSTUME SABOTAGE

Label jars in the breakroom with ridiculous costumes (e.g., inflatable T-Rex, giant banana). Employees vote on what a leader must wear for an entire workday by dropping in donations.

TEAM HOT WINGS CHALLENGE

Employees hit fundraising milestones to unlock levels of heat. Once reached, brave volunteers have to eat increasingly spicy hot wings on a company stream.

