

# FUNDRAISING IDEAS

## *And Successful Year-Round Involvement*



### AWARENESS

#### **Appreciation/Compliment Grams**

Design notes of thanks or congratulations for co-workers to buy and send to each other.

#### **Balloon Grams**

Sell balloons with notes of recognition inside and deliver to co-workers.

#### **Spare Change Jars**

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

#### **White Elephant Sale**

Employees donate odd items for sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a time frame for which objects must stay in that location.

#### **Entertainment Drive**

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

#### **Dress Down Day**

Employees pay to not wear “normal” work attire. Get as causal as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact your Account Manager for stickers that say “I Dress This Way for United Way” and distribute to participating employees.

#### **Guess the Number**

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

#### **Penny Wars**

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or “green” into the jars of other departments. Pennies count as positive while quarters and “green” are negative. The department with the highest positive number wins a lunch provided by the company.

#### **Charge Late Fees**

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way.

#### **Bingo**

Purchase Bingo cards and distribute to employees. Every day, email a bingo number to all participants. The first one to reply with “BINGO” wins. The Bingo game continues until all prizes are distributed.

#### **Guess the Baby Picture**

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

### FOOD & FESTIVITIES

#### **Lunch Box Auction**

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

#### **Bake Sale**

Employees buy employee-donated baked goods with donations benefiting United Way.

#### **Build Your Own Ice Cream Sundaes**

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries etc.) available for employees to build their own sundaes.

#### **Ice Cream Cart**

On a hot day, visit employees cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks. Donate proceeds to United Way.

#### **Peanuts, Get Your Peanuts!**

Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments. Visit cubicles and sell items. This is a great way to kickoff any sports season.

#### **Potluck**

Post a sign-up sheet for employees to bring entrées, salads and desserts to ensure a variety of foods. Decorate the room with a theme. Adjust entry fees for those who bring an item.

#### **Tailgate Party**

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

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### **Chili Cook-off**

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

### **Donut Eating Contest**

Employees raise money for United Way by sponsoring contenders on a per-donut-eaten basis. The winner is determined by either eating the most donuts in a time frame or the first to finish a set number of donuts.

### **Soup Line**

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all. Bring your own reusable bowl.

## **ACTIVITIES**

### **TV Game Show**

Do your own version of the Price is Right or Jeopardy, but the focus is on community issues.

### **Health and Giving**

Have each department host a health event such as a yoga class, stress reduction workshop or personal trainer consultation. Charge employees to attend each event. Supply a putting green and club. Employees pay per putt for a chance to win prizes.

### **Office Olympics**

Fire up the Olympic Torch (or grill) and let the games begin. Have a tricycle or office chair race. Use items around your work location for golfing, shooting baskets, etc. have spelling contests, typing contests, contests to develop the most persuasive or most complimentary memo, etc. Devise rules for each race in advance and seek participants. Combine the event with a cookout. Design award medals to display in the cubicles of winners.

### **Karaoke Contest**

Each location, department or team nominates one employee to sing a song. Choose a variety of music or "spotlight" a particular theme or music. The winner is chosen by audience applause or a panel of judges.

### **Balloon Pop Surprise**

Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

## **AUCTION & RAFFLE**

### **Informative Meeting Incentives**

Hold a workplace meeting and have a representative from United Way and/or member of United Way's Speaker's Bureau give a presentation. Offer donuts, coffee or raffle tickets to attendees.

### **Box Raffle**

Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn for each box.

### **Silent Auction**

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

### **Executive Chef**

Auction off dinner for two or more at the home of an executive.

### **Front Row Parking**

Raffle front row parking spots for a year or during the winter months.

### **Paid Parking**

Raffle/Auction off a year's worth of free parking.

### **Getaway**

Have co-workers donate time at their vacation cottages to the highest bidder.

### **Lunch with CEO**

Auction or raffle off lunch with the CEO - CEO's treat!

### **Extra Day Vacation**

Raffle/Auction off a day or 1/2 day of vacation.

### **Rubber Duckies**

Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.

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### ENGAGING MANAGEMENT

#### **Executive Butler or Maid**

Executives donate an hour to serve lunch to employees. Have employees pay to enter.

#### **Dollar-an-Inch Contest**

Executives participate in an all-day competition to end the day with the shortest tie. Don't forget the ladies. They can wear a tie too. Employees cut off an inch of their favorite executive's tie each time they give to the community. Prizes go to the shortest tie, the ugliest tie, etc.

#### **Costumer War**

Choose an executive to wear a costume for the day by placing money jars outside the office doors of willing participants.

#### **Executive Dunk Tank**

Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the "dunk" button. Participants pay extra to add a bag of ice to the dunk tank water.

### SAY "THANK YOU"

#### **Participation Goals**

Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, jean day, time off, etc.)

#### **Thank You Drawing**

Collect a variety of gifts- either donated, purchased, or intangible goods like vacation days, lunch with CEO or one year of front-row parking. To encourage employees to pledge, every contributor to United Way is entered into a drawing.

#### **Pledging Participation**

The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.

#### **Happy Holidays to Your Clients**

Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

### THEMES

#### **The Big Shot**

As a variation on the standard thermometer graph to monitor agency progress, use a hypodermic-needle design. Great for health care organizations.

#### **1960s (or other era)**

Dress up in "60s" garb. Sell headbands, smiley face pins, tie-dyed shirts.

#### **Wild West**

Employees dress in Western clothes. Use a cactus as your thermometer.

#### **Hawaiian Theme**

Each person turning in a pledge card gets a plastic lei. At campaign's end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

#### **Mardi Gras**

Everyone loves a party, so why not model your campaign after the biggest party in the world- Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached). Host a Cajun potluck.

#### **A Hour of Power**

Use a stopwatch as a thermometer. Publicize what services are provided from a donation equal to one hour's pay.

#### **Beach Bash**

Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "beach wear" and then vote on the best one. Award prizes for the best outfits.

#### **United We Stand...United We Give**

Use an All-American theme complete with apple pie tosses, picnics, and red, white and blue.

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## INCENTIVES

Complimentary hotel stay and/or airline tickets

Around-the-world dining  
(pack of restaurant gift certificates of different cuisines)

Call in "well" day or "sleep in late" coupon

Car started & windows scraped every snow day in January

Car washed by boss or co-worker

Causal day

Company promotional items

Computers- new or gently used

"Flee @ 3" coupon

Free babysitting

Free meal or dessert from the employee cafeteria

Free oil change

Gift certificates

Golf with the boss

Lottery tickets

Lunch with your manager- his/her treat

Tickets to local sporting events or movie passes

Open soda and candy machines

Pizza party

Play or concert tickets

Use of company car and/or reserved prime parking spaces

Vacation day