

50 WAYS TO RAISE FUNDS – AND FUN – DURING YOUR CAMPAIGN

Ideas for Special Events, Incentives and Promotions to promote team building and get more employees involved in the United Way Campaign

Games & Contests

1. Pie in the Face
2. Miniature Indoor Golf
3. Lunchtime Bingo
4. Candy Jar Raffle
5. Sporting Competitions (Inter-departmental or inter-company, i.e. Golf Challenge)
6. Bowl-a-thon
7. Outdoor Carnival and Dunking Booth
8. E-Mail Bingo (buy cards and play different variations)
9. Baby Photos - Match the baby photo with the manager (or employee)

Prizes, Drawings & Cash

10. 50/50 Drawing
11. Spare Change Jugs
12. Daily Prize Drawings
13. Drawings for: Mall gift certificate, day at Country Club, golf passes, suite seats at games, tickets for sporting events, concerts, parking spots, plane tickets, night at hotel - use business contacts to donate items (contacts at local hotels to donate one night), use own resources for items (e.g., clothing)
14. Lottery
15. Draw for a Day Off
16. Collect Cans and Bottles
17. T-Shirt and Poster Sale

Food Fun

18. Breakfast
19. Specialized food sales - candy bars, pies, international food
20. Daily donations for donuts, coffee, bring in baked goods, etc.
21. Lunch for \$3-\$4, buy/donate food
22. Cookout (hot dogs, chicken...)
23. Baked Goods Contest/Sale

Sales Events

24. Silent Auction
25. Company Store - Sell company items (mugs, sweatshirts, etc.)
26. Online Auction
27. Recipe Book - Employee favorites printed and sold
28. Garage Sale
29. Car Wash
30. Book Sale
31. Live Auction

Miscellaneous Incentives

32. Dress Down
33. Dress Up
34. Challenge between departments based on % participation, % increase in average gift or first department completed.
35. Walk/run fundraisers - Participants get sponsor to pledge total amount or \$ amount per mile

More Fun Ideas

36. Executives serving dinner to employees who won a drawing
37. Executives prepare a feast for employees during a campaign event
38. Employee roller skating races in parking lot
39. Monte Carlo night
40. Wine raffle
41. Sale of donated products
42. Fashion show
43. Palm reading/fortune telling
44. Donated trips
45. Use of president's parking space for designated time
46. Theatre tickets or tickets to sporting events
47. Dinner for two with the boss
48. Chauffeured limousine ride to and from work for a day or week
49. Dinner or brunch at a popular restaurant
50. Flower Sale

INCENTIVES & COMPETITIONS

Sponsor contests that revolve around your campaign effort and offer incentives / prizes to contributors. These are examples of ideas that have been used successfully by other organizations.

Targeted “Status” Incentives

It’s always a good idea to target which individuals you want to reach

Who do you want to reach?

- Non-contributors
- All contributors
- Contributors giving at different levels
- Contributors who increase their gifts
- Employees who return pledge forms by a certain date

How do you reach them?

During your campaign you can give employees extra incentives based upon their status, i.e.:

- For a returned pledge form - 1 drawing ticket
- For a new contributor - 1 drawing ticket
- For an increased gift - 1 drawing ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize
- “The Gift of Time” - ½ day or day off with pay (many variations)

Additional Incentive Ideas

- Raffle off the boss. Employees increasing their pledge or a new pledge receives a chance to win the Boss and have him/her perform their job for one hour
- Senior executive wears the same tie for one week. As company approaches its goal, the tie gets shorter each day to mark campaign progress
- Challenge between departments based on % participation or % increase in giving or average gift
- Gift for department coordinator who delivers best results

Success Tip: Using your company logo along with the United Way logo on selected items helps create the team spirit for your company, as well as the campaign. (Note: Please consult your company’s Communication Department and your United Way staff representative for graphic standards of your company’s and United Way’s logo)

FUNDRAISING DO'S AND DON'TS

Decide that this is the year to have fun by using special events and other creative activities in your organization's campaign. Special events are FUN and are an excellent method of raising United Way awareness in your office. Review the guidelines listed below, discuss your plan with your United Way campaign representative and go for it.

DO

- DO check out your ideas with your CEO.
- DO something different to bring interest to your campaign.
- DO solicit services and/or items from your co-workers.
- DO use a special event to focus attention on the campaign—not as the total campaign effort.
- DO use special events as frosting on the cake—to help you meet and exceed your “stretch” goal.
- DO tie special events, where appropriate, to completed pledge cards...and encourage the use of payroll deduction.

DON'T

- DON'T surprise your boss with a golf tournament on company time!
 - DON'T do “the same old thing.”
 - DON'T overlook the tried and true elements of a successful campaign (e.g., person-to-person contact, etc).
 - DON'T forget your well-planned employee solicitation campaign.
-