

“FUN”draising Ideas Handbook

Tips and tricks to help you
with your campaign

Fun Event Ideas and Incentives:

The most successful campaigns have three things in common:

- Good Planning
- Wide Participation
- FUN!

When beginning your campaign, consider these two questions to assist in great results:

What do you hope to accomplish through the special event?

- Create greater community understanding
- Increase volunteering
- Honor Leadership givers
- Build employee morale
- Raise money
- Reward the team

What resources are available?

- People
- Entertainment
- Budget
- Materials
- Inspiration
- Communications
- Incentives
- Facility



Sadler Students

Dollar-an-inch Contest

- Executives participate in an all-day competition to end the day with the shortest tie. Don't forget ladies can wear a tie too!
- Employees pay to cut off an inch of their favorite executive's tie each time they make a donation.
- Award prizes for the shortest tie, the ugliest ties, etc.



Auction Hotline

- Set up a special voicemail box with weekly messages announcing the auction items.
- Outline the items, including their face value in a flier.
- Employees can call the hotline and record their bids.
- Update the recorded message daily, announcing the highest bids received to date.
- Each Friday, announce the auction results for the week and introduce next week's auction items.
- Ask employees to donate items or services to put up for auction.
- The more items to auction, the more fun and money will be raised.

America's Funniest Office Video Party

- Have an employee volunteer to bring in their video camera to take candid video footage of the Day of Caring event.
- Schedule a short meeting in a conference room to show the video to staff.
- Sell tickets, soda, popcorn and candy for the event and donate proceeds to Lake Area United Way.
- If the video is a hit with the employees, maybe even raffle off the video or sell duplicates. It might make a great holiday gift!

Baby Picture Match Game

- Invite employees to try their luck matching baby and/or pet pictures to pictures of the employees.
- Award the entry with the most right answers a prize or some other fun incentive.
- Charge employees \$2 per ballot to participate and raise funds while having a whole lot of fun!



“Blue Light Special” Rallies

- Hold daily/weekly “Blue Light Special” Rallies throughout your employee giving time.
- Have different divisions and/or departments host each “Blue Light Special” event.
- Have food available such as pastries, juice or coffee for a breakfast event, or chips and dips with soda and cookies for an afternoon event.
- Have a non-profit organization representative speak about the community services that are available, and that relate to their demographic group of employees.
- Schedule entertainment by a youth group or senior group.
- Organize prizes and games to raffle for some additional fun!



Bingo

- Sell Bingo cards to employees.
- Schedule a team Bingo game.
- Award prizes to all winners of Bingo.

“Twice Told Tales”

- Have employees donate their old books, videos, DVD's, CD's and cassette tapes for an employee sale.
- Sell all of the items in amounts from \$1 to \$5, priced much like a garage sale with even amounts for easy change making.

Bowl-a-thon

- Have employees pay an entrance fee to participate in this event.
- Possibly consider gathering pledges in advance and have a contest for the person who gathers the most pledges.
- Give each participant a special pledge form in advance.
- Have the employee use it when asking for their support.
- Encourage fan support, fun and enthusiasm.



Casino Night

- Invite employees and their families to the event.
- Local businesses can donate prizes and items for the winners.
- Some items you will need for the Casino Night include:
 - a few Blackjack tables
 - one Bingo game
 - a Bean Bag Toss

Casual Day for United Way

- Sell stickers for casual day to the employees to allow them to dress casually for the amount of stickers purchased.
- You can determine with your marketing materials that \$1 means one casual day, or \$5 means one casual day, whichever you decide!
- You can designate certain casual days as “Crazy Days” and encourage employees to show their “wilder” side.
- Examples could be:
 - Tuesday: Silly Hat Day
 - Wednesday: Outrageous Sock Day
 - Thursday: Sports Team Day



Children's Drawing Contest

- Give employees "official photographs" of one or two of the top executives to take home for their children to draw.
- Have children draw what "helping others" or "hope" or any other theme means to them.
- Limit the contest to children under 12 who are related to any employee.
- Have the employees pay \$5 per entry of the drawings their children do to enter.
- Employees vote for the best drawing by paying \$1 to vote.
- Give prizes to all participants.
- Display winning portraits as a part of the organization's permanent art collection.
- A variation of this event is to have employees submit photography, drawings, poetry, etc. that depict people helping people.

Chili Cook-Off Contest

- Employees cook their favorite chili recipe and enter it into a cook-off contest.
- Have a group of "chili experts" or a local chef to judge the chili.
- Give a plaque or ribbon to the winner of the competition, honorable mention, etc.
- Put a photograph in the employee communication areas to let the staff know who is the "chili champion" of the year!
- Have employees pay \$1.00 to sample each chili.
- This is a great potluck fundraiser!



Candy Kick-Off Rally

- Excite the sweet teeth of your employees when you kick off your campaign.
- Print candy wrappers with the theme of the giving for the campaign.
- Wrap the candy with the campaign theme paper as part of the kick-off.

Coin War

- Have each department get an empty jar or water bottle.
- Employees should drop their spare dimes, nickels, pennies into the bottle.
- The coins above are counted as positive; a quarter dropped in counts as a negative.
- Employees may "sabotage" another department by dropping a quarter into their collection jar.
- At the end of the campaign, both positive and negative coins are counted and the group with the most money raised wins!

Comedy Hour

- Have local comedians volunteer to amuse your employees during their lunch hour.
- Employees buy tickets to attend the comedy hour with all proceeds going to the United Way.
- Another version would be to have departments compete with their own comedy hour and have a team judge the best group.



Community Fairs

- Have non-profit agencies that benefit from Lake Area United Way funds set up information booths at your work site.
- Make a carnival theme with hot dogs, soda, and popcorn.
- Employees can buy tickets to try their luck at games like ring-toss and fishpond.
- Include entertainment and art displays from youth projects in the community.
- Publicize the event well.
- Strong leadership involvement in the project set the pace.
- Communication throughout the organization on the event with posters, email reminders, etc. will help in making the event a huge success.
- Create a passport that is given at the beginning of the event and have each agency they visit stamp their passport.
- Have them receive a raffle ticket when stamped.
- Draw for prizes at the end of the event.
- The more agencies the employees visit on their “passport” the more chances they have to win.

Craft & Bake Sales

- Have employees jump start the holidays by shopping at a craft and bake sale.
- This activity gives everyone a chance to share their hobbies or baking expertise with their fellow employees.
- Have any recipes printed so they share in a recipe swap.

Variation: buy local treats in bulk and sell, such as cheesecake on a stick, or other favorites in the office. Dilly Bars, chocolates, healthy treats and custom popcorn (print messages and wrap microwave popcorn packages) work well!



Employee Cook Book

- Collect and group recipes and helpful household hints into a customized cookbook.
- Have employees' children create illustrations for the cookbook, including the cover.
- Print or copy and bind the books so they look professional.
- Sell the books for a determined price and donate funds to Lake Area United Way.
- This is usually a very successful program for any group.

Variation: collect “recipes” from children of employees and assemble into a custom cookbook. While the recipes may not be useable, they make up for it in laugh value!



Employee Guessing Events

- Have employees guess the following:
 - The organization's grand total given to the community.
 - The number of lives helped in the community through their donations.
 - The per capita gift donation of the organization.
 - Community needs questions, such as “how many guests are served on average at the Salvation Army per day?”
 - The amount of candy or other items in a jar.
 - Reward prizes for correct answers.



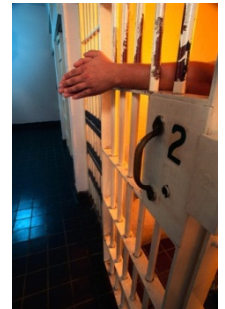
Employee Raffle

- Ask employees to donate something for a raffle prize.
- Things for the raffle can be things such as homemade pies, lunch with a co-worker or boss, car wash, tickets to a special event, or a day off.
- When an employee turns in their pledge card they receive a raffle ticket.
- Give employees more chances to win by having them turn their pledge form in early.



Executive Fantasy Auction

- Have the executives in the organization create “fantasy” packages to auction off to the employees.
- Packages can include: fishing trips, dinner or movie tickets, special services such as cooking the winner a special meal, singing at a party, mowing the winner’s lawn, babysitting their children so mom and dad can have a night out, washing the winners car, or giving a special parking place for a month.



Executive Prison

- Transform the office into a jail cell.
- Arrest the managers and executives and put them in jail. Allow them to make phone calls to their employees to bail them out of jail.
- All bail money goes to United Way while having some laughs!

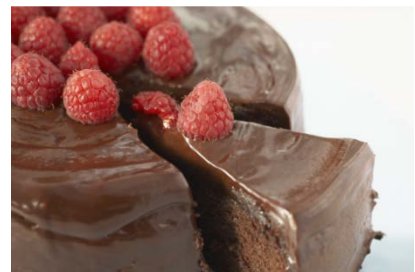


Flashback Carnival

- Invite employees to an old fashioned carnival that includes: cakewalks, a bake sale, bubble blowing and hot dogs!
- Set up a dunk tank and have the executives get dunked! Employees may purchase balls for a determined price.
- Hold a hula-hoop contest to really have that flashback flavor!

Grandma’s “Heart Attack” Chocolate Cake

- Sell your grandmas favorite chocolate cake by the slice.
- Give recipes for a donation to anyone interested.
- Give out samples to tempt them.
- Have someone judge the best cake and give a prize.



Laugh Olympics

- Have employees compete in crazy “athletic” events for silly prizes.
- Have participants donate a \$5 fee to enter.
- Have observers wager bets on their favorite entrants.

Halloween Pumpkin Carving Contest

- Plan a Halloween theme and hold a pumpkin carving contest.
- Employees enter carved pumpkins individually or by department.
- Charge \$5 to enter and \$1 to cast a vote for the best pumpkin.
- Award prizes in various categories:
 - Best traditional pumpkin
 - Most creative pumpkin
 - Best effort by a group
 - Best effort by an individual
- Have the executives judge the pumpkins and take photos of the winning person/team with their pumpkins and the executives.
- Put the winners in the employee newsletter with their winning entry.



Hawaiian Luau

- Have a mini luau with your department!
- Decorate with tropical-themed decorations to make it festive.
- Serve ham, pineapple upside-down cake, and other Hawaiian fare.
- Give each guest a lei to wear.
- Serve non-alcoholic frozen drinks.
- Give prizes to employees wearing the most outrageous Hawaiian attire.

Lunch Auction

- Have different departments donate lunches to auction every day for a week.
- Use your organizations intercom system, email, or other communication vehicles to temptingly auction the lunches.
- Employees call into a designated number with their bids.
- Another variation of this event is to have the employees pay \$5.00 for the boss to deliver coffee and muffins to them at their desk/office with all proceeds going to United Way.



Miniature Golf

- Build a 9-hole golf course featuring Slinkys, ramps, water and sand traps around the office that is laid out to test the golfing skills of your employees.
- The lowest score, which may be decided by a tie breaker, will take home a “tacky” golfing sports coat.
- Interested twosomes return an entry form, bring a putter the day of the event and pay an appropriate entry fee.

Scavenger Hunts

- Have employees participate in a scavenger hunt that requires them to find unusual items.
- Identify items to search for which are found in all departments in the different offices to demonstrate community knowledge.
- You can also “plant” items that are required for them to find.
- Teams of four pay a group entrance fee.
- If each team member has a different job title, they are automatically awarded 10 bonus points.
- Teams have one hour to accumulate as many points as possible.
- The entire team must be present at the end of the hour.
- If a team arrives late, they are assessed a 2 point per minute penalty.
- Have prizes and photos of the winning teams.
- Post the winners in the company newsletter!



Tailgate Party

- Create a sports theme for your campaign to coincide with football season.
- Back a truck into an area accessible to employees, lower the tailgate and sell football fare (hot dogs, brats, soda, chips and peanuts).
- Play a game with employees with an entry fee to get everyone involved!



Ticket Giveaway & Gift Certificates

- Give away tickets to movies, sporting events, theater productions, amusement parks, or other local attractions for pledge incentives.
- Enter names into a drawing for turning in their pledge forms during the first hour after your kick-off for a special incentive!

Ugly Tie or Jewelry Contest

- Have all contestants pay an entry fee to enter their ugliest tie/jewelry into the contest.
- Place voting boxes at various locations throughout the office and charge a fee for people to vote.
- Employees can vote as many times as they would like.
- Have a parade of all contestants, offering a last chance to vote at the end of the day.
- Circulate the names of the entrants the day before the event so employees can anticipate the voting.



Let the Race Begin

- For this auto-racing theme, create a large goal poster (available in the online toolkit). Use Velcro cars to measure progress
- Decorate main room with race flags, jerseys and auto racing posters
- Hold your own auto race with radio-controlled cars in the parking lot.

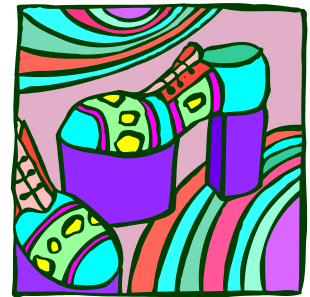


Ornament Raffle

- Buy or have donated an artificial tree.
- Employees bring in ornaments either purchased or handmade to hang on the tree.
- After all the ornaments are collected, employees purchase chances for an ornament raffle (example: \$0.25 or 5 for \$1.00) and names are drawn.

Put Yourself in Their Shoes

- Encourage the wearing of crazy shoes one week of the campaign.
- Ask United Way speakers to come and relate their experiences with UW and personally people to “put yourself in our shoes”.
- Have a fundraising lunch with foot-long hot dogs, shoe string potatoes, SOFT SHOE drinks and SOLE music.



Appreciations Grams

- Appreciation grams consist of little notes with words of thanks, recognition, or good wishes.
- Take pre-orders in the break room one week from the event.
- Notes can be computer generated or hand-written.

Other Ideas

Look-A-Like Contest – Employees are encouraged to dress up like famous personalities. Co-workers then pay to vote on the best costume with the contestant receiving the most votes winning a prize.

Spaghetti Dinner - Host spaghetti feed and charge for each bowl.

Tug-of-War – Have an interdepartmental competition. Each team pays a fee for entry with the winning team winning a prize.

Host an International Lunch – Have employees bring ethnic dishes for a potluck. Charge \$5 per plate.

Kiss the Pig – Employees vote through contributions to executive labeled piggy banks for the boss who must kiss the pig.

Traveling Trophy – Companies with multiple locations have found that using a traveling trophy generates friendly competition and is a great sign of pride for the location. Trophies may be used for any number of contests including location with the highest participation, raising the most special event dollars, etc.

Dress-up the Boss - Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

Golf Ball Sales - Collect old golf balls to clean and shine. Employees purchase golf balls (5 for \$1.00) during lunch or breaks.

Recycled Goods - Turn in recycled paper, cans, bottles, etc. and exchange them for money for the United Way.

Theme Lunches - Add fun to campaign week by hosting a theme lunch such as 50s, 60s, 70s, or 80s, holiday themes, TV shows, sports, Renaissance, etc.

Bakery Cart - Wheel a cart of bagels, doughnuts, Danishes, coffee and juice through the office, collecting United Way donations in exchange for the goodies.

Boss Cooks for You - Have a special breakfast at which top managers cook for all donors.

Wall of Fame - Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.

Buck Coupons - Give everyone who attends campaign meetings a buck coupon that can be redeemed in the company cafeteria or company store.

Just Desserts - Campaign committee furnishes the main dish but sells desserts for \$1.50 more with proceeds going to United Way.

Best Photo Contest - Employees submit photographs taken at campaign and celebration events. Photos are displayed on a bulletin board and judged by committee, with the best photo receiving prizes such as a new camera, free film developing, photo album, camera carrying case and film.

Food Fight - Divide into two or more teams and elect captains. Team members collect money and turn in to captain. Team raising the most money is awarded a pizza/sub party, which they may verbally throw into their competitor's faces.

Buttons - Give all who donate a button stating, "I gave to United Way."

Tourney Time - Hold a broomball, softball, tee-ball, kickball, racquetball, tennis, volleyball or Ping-Pong tournament.

Karaoke Contest - Hold a contest to determine who has the best and worst karaoke talent. Coworkers may buy votes ahead of time to elect the “Star of the Show” who will sing the first song. Charge an entrance fee for the show.

Team Tees - Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who “team up” in the United Way effort.

Slogan Contest - Employees develop in-house campaign slogans/themes. The committee picks the top ten, which are then voted on by the entire company, the winner receiving an award.

Wild West - Employees dress in cowboy/cowgirl attire. Works well with a BBQ or chili cook-off.

Grease - Have employees cast ballot for which members of the Executive Team should dress up like which characters in the musical Grease (or any other popular movie / play). Have them stand in front of the assembly of employees and let employees pick the best look-alike by loudness of applause. Charge them \$1 per vote, with proceeds going to United Way.

Many Thanks

- Thank employees in newsletters or through e-mail
- With a special brunch or dinner
- Payroll stuffer message of thanks
- Personalized letters from the President
- At staff meetings with thank you mugs handed out by the CEO
- By hosting a United Way agency representative at a staff meeting who brings personal thank you greetings
- Personal phone calls made by President or board members
- Thank you posters that include the names of all donors (consider posting in public places)
- An announcement on the local cable television station
- Newspaper ads that recognize all donors by name
- Thank you flyers on cars.
- Or for an extra special Thanks - Hold an unexpected early morning meeting to say thank you and surprise employees by giving them the rest of the day off.
- Or have President or committee members treat each donor individually to lunch.

Incentives

Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way. It can seem inconsistent with the spirit of United Way so use your best judgment. A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company’s vendors to show how much their business is appreciated while it spreads awareness of United Way.

Ideas for Incentives:

- Special Parking Place
- Afternoon off of work
- Lunch with the boss (out of office and the boss pays)
- Movie/game/play tickets
- Snooze day (allowed to come in late)
- Golf with the boss
- Car washed by boss or co-worker
- Leave 1-hour early/come in 1 hour late
- Office redecorated or cleaned — Trading Spaces
- Gas and car wash gift certificates
- Jeans on Fridays
- Company promotional items