

# 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

## Virtual Activities

1. Have a talented employee host a virtual event, and charge \$5-\$10 donations to participate. Ideas include family paint night, cocktail lessons, DJ class, dance lessons, a group workout class, wine tasting, cooking class, etc.
2. Host a video game tournament, and ask the CEO to play the winner (or to play employees for a \$5-\$10 donation).
3. Hold a corporate step challenge, and have the CEO pledge a gift or donation if the goal is reached.
4. Start a virtual book club, with \$10 entry dues.
5. Hold raffles for a virtual happy hour with the CEO, PTO or gift cards to UberEATS.
6. Have a LEGO building competition where the most votes wins.
7. Do a virtual food drive from an Amazon list and support a United Way partner.
8. Book a musician or magic show for employees to watch online with their families.
9. Have a virtual “costume day.” Best costume wins a prize!

## Games & Contests



10. Play pie in the face
11. Play miniature indoor golf
12. Have a candy jar raffle
13. Host a sporting competition (inter-departmental or inter-company, i.e. golf challenge)
14. Have a bowl-a-thon
15. Plan an outdoor carnival with dunking booth
16. Play email or in-person bingo (buy cards and play different variations)
17. Guess which baby photo matches the employee

## Prizes, Drawings & Cash

18. Hold a 50/50 drawing
19. Set out spare change jugs
20. Hold drawings for mall gift certificate, day at country club, golf passes, tickets for sporting events, theater or concert tickets, parking spots, plane tickets, hotel stay (Ask business contacts to donate items)
21. Draw for a day off
22. Have a T-shirt and poster sale

## Food Fun



23. Host a team breakfast
24. Specialized food sales - desserts, international food, etc.
25. Daily donations for donuts, coffee, baked goods, etc.
26. Lunch for \$3-\$4, buy/donate food
27. Have a cookout (hotdogs, chicken, etc.)
28. Have a baked goods contest

## Sales Events

29. Sell items from the company store (mugs, T-shirts, etc.)
30. Hold an online, silent or live auction
31. Create and sell an employee recipe book
32. Hold a company-wide garage sale
33. Have a car wash
34. Host a book sale

## More Fun Ideas

35. Dress up or dress down
36. Challenge between departments based on % participation, % increase in average gift or first department completed
37. Walk/run fundraisers - Participants get sponsor to pledge total amount or \$ amount per mile
38. Executives serve dinner to employees who won a drawing
39. Executives prepare a feast for employees during a campaign event
40. Employee roller skating races in parking lot
41. Host a Monte Carlo night
42. Have a wine raffle
43. Have a sale of donated products
44. Host a fashion show
45. Do palm reading/fortune telling
46. Raffle president's parking space for designated time
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. Have a 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

Consider which contributors you want to target, as well as the best ways to reach them.

- 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 the 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 & 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.