

50 WAYS TO HAVE FUN - & RAISE FUNDS - 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

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

Prizes, Drawings & Cash

- 50/50 Drawing
- Spare Change Jugs
- Daily Prize Drawings
- 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)
- Lottery
- Draw for a Day Off
- Collect Cans and Bottles
- T-Shirt and Poster Sale

Food Fun

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

Sales Events

- Silent Auction
- Company Store - Sell company items (mugs, sweatshirts, etc.)
- Online Auction
- Recipe Book - Employee favorites printed and sold
- Garage Sale
- Car Wash
- Book Sale
- Live Auction

Miscellaneous Incentives

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

More Fun Ideas

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

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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 on 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 receive 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 the 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)

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Fundraising Do's & Dont's

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 (or some other daylong activity) on company time without clearing it first!
 - 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.
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Hear From Our Local Expert - Nichols!

"We try to make the campaign fun by doing a wacky wardrobe or spirit week challenge – everyone can participate and it gets people involved. We also will do “guessing” jars or other low key activities to break up the day and create “buzz” about the campaign. Interjecting FUN into the week elevates the morale and increases associate engagement which has positive effects beyond the FUNdraiser. When they see their manager wearing a Hawaiian shirt or a funny hairdo it makes them realize that we are all people and it gives them a relatability that goes far beyond the campaign. Plus, when the company provides lunch or snacks or a match of some sort, associates feel good knowing that the company they work for cares about their community and is invested in giving back which makes them more inclined to give pledge to give to United Way."

- Brooke Keift Anderson

Director of Human Resources

Nichols, A Division of Imperial Dade