

Putting the “Fun” in Fundraising

Great Ideas for Special Events, Incentives and Promotions

Use as fun events to raise money, promote team building and get more employees involved in the United Way Campaign process

Games

- ♦ Pie in Face
- ♦ Miniature Indoor Golf
- ♦ Lunchtime Bingo
- ♦ Candy Jar Raffle - Guess the number
- ♦ Sporting Competitions vs. Departments or other Organizations
- ♦ Bowl-a-thon
- ♦ Golfing challenge
- ♦ 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 pizza
- ♦ 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
- ♦ Breakfast
- ♦ Cookout (hot dogs, chicken...)
- ♦ Baked Goods Contest/Sale

Sales Events

- ♦ Silent Auction
- ♦ Company Store - Sell company items (mugs, sweatshirts, etc.)
- ♦ On-line Auction
- ♦ Recipe Book - Employee favorites printed and sold for \$5 - (use celebrities, teachers, etc.)
- ♦ 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
- ♦ Employee horse race
- ♦ Silver Mile

Make it fun & upbeat!

Incentives/Competition:

Offer incentives or prizes to contributors or sponsor contests that revolve around your campaign effort. These are examples of ideas that have been used successfully by other organizations.

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 cards 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 card - 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

Incentive Ideas

- “The Gift of Time” - ½ day or day off with pay (many variations)
- 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

You can also offer token gifts.

For a complete collection of incentive items, ask Chrissy Derleth, Director of Marketing and Campaign to give you a copy of the United Way of America Catalog.

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)