



## 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
- ♦ 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

## **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 your Loaned Executive 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)

## 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 also an excellent method of raising United Way awareness in your office.

Review the guidelines listed below, discuss your plan with your Loaned Executive or call the UW Office at 242-6400 ...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, 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.