

Fundraising Ideas

- Sweet Treat Day – Sell Cookies, Cupcakes, Snow Cones, Sundaes, or Root Beer Floats...another fun aspect of this is to have them served by senior management
- Name Your Shame Day (pie-in-the-face, dunce hat, dunking booth in the parking lot, etc.) - \$20 buys immunity!
- On-site Chair Massage (\$1/minute with proceeds going to United Way)
- Drawing for a "Fabulous Trip-for-Two to sunny..."
- Fill the Wagon - park a Little Red wagon in a break room to collect loose change
- "Thank You" breakfast for Pillar Level givers
- Field Trip with a Friend – have the CEO escort the winner and a co-worker of their choice to tour United Way Partner Agencies & treat them to lunch. Employees get to report back to the rest of the staff about their tours...this is impactful!
- "Ugly" contest – tie, t-shirt, hat, earrings (BE SURE you have cameras on hand for this one!)
- Pet photo contest – cutest, looks most like its owner, most likely to star in a movie
- Employee Golf Tournament – this is also a great opportunity to include your vendors
- A Tisket, A Tasket...Auction Off A Basket! Each department contributes a basket to be auctioned off. Baskets can follow a theme or can be subject to creative genius!
- Themed Kick-Off Party (football, luau, 50's, 80's, pajama day)
- Lunchtime Movie Time – A \$5 donation will offer popcorn, drinks & a movie. Feature "Office Space" or a movie that ties in with your campaign theme (A League of Their Own for a baseball theme, Rudy for a football theme, Grease for a 50's theme, etc.)
- Themed Box Lunch – Serve up some good food fast & for a good cause (easy AND yummy!)
- Get Your Motor Running – host a motorcycle poker run
- Great Bowls of Fire! Host a chili cook-off...consider offering antacids for an extra donation!
- Day of Caring (use everyone possible) – build, clean-up, paint, landscape, serve! Many who've never given via an employee campaign will do so after volunteering.
- Friday Theme Day! Crazy Socks, Favorite T-shirt, Beatle Look-a-Like Day, and so on
- \$5 Jean Day – employees "purchase" Casual Day for United Way stickers for \$5 each
- Auction – run'em the old fashioned way or like an e-bay auction on your company intranet
- Auction for reserved or prime parking spots
- Pink Flamingo Attack – when they "land" at your desk you have to pay to have them moved!
- Companywide Garage Sale
- Compile a Company Cookbook – Everyone shares their faves!
- Scavenger Hunt
- Leisurely Lunch for Leadership Givers – Encourage leadership level giving
- Used book sale – run during lunch and sell snacks as an additional fundraiser
- Valet parking by executives
- Bake sale
- Penny Wars – Let the sabotaging begin!
- VP Car Window Wash
- Share Your Hidden Talents - Auction off handcrafted items made by employees
- "Mini" Days of Caring
- Agency tours during working hours
- Pot Luck Soup Lunch
- Auction items: catered meals at executives' houses or a maid service



Special Events - More FUNdraising events & activities that won't break the budget!

- Car Wash - donors decide who washes their car & execs match donations for each car washed
- Drawing for lunch & a separate drawing to see which company executive buys you lunch
- Silent auction of donated goods
- Dessert Bake-off
- Wii Contests
- Executive Shoe Shine
- Guess the Number of... (jelly beans in jar, etc.)
- Sell "Wear Your School Colors to Work Day" passes
- Shop 'Til You Drop Day set up on-site
- B-I-N-G-O!!! Sell bingo cards to employees and play some games. Get local stores or company vendors to donate prizes.
- Battle of the Sexes! See if the men or women can get the highest campaign percent participation. Host a short game show at the kick-off where the women answer "men's" questions & vice versa.
- Jewelry Sale
- United Way 007 - Clues are given to employees in the form of riddles and the department or individual who figures out all the riddles receives a prize at the end of the campaign
- Give employees photographs of one or two top executives to take home for their children under 12 to draw. Charge a \$5 fee to submit a vote for the best portraits. Display the winning portraits as part of your permanent art collection...makes for a great conversation piece!
- Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Charge employees to vote and award a fun prize to the entrant with the most right answers.
- Lunch & A Manicure
- Funniest Home Videos - invite employees to submit or create their own home or work videos. Charge an entry fee at a viewing party & offer a prize.
- Corporate Challenge - take on another company in your field in a campaign goal challenge
- Sell tickets to pot-luck lunch (+ recipes as door prizes)
- 100% team participation = drawing for Sr. Leader for your dept for a day
- Kiss a Pig, Goat, Cow, Horse, etc.
- Vendor fair (with % given to campaign) – Pampered Chef, Discovery Toys, etc.
- Parking spaces for "rent"
- Vendor promotional items donated (logo hats, etc.)
- Save It or Shave It (most money collected in jar makes the call)
- Crazy Hat or Ugly Lamp Week - pay \$1 to send to someone else
- Male Beauty Contest - Contestants receive votes at a set \$ donation/vote. They can have photos of themselves with "biography" information available.
- Candy-grams
- Singing Telegrams
- Executive tricycle or chair races – let observers "bet" on their favorite contestants
- Split the Pot (50/50)



Considerations & Additional Thoughts

- Get your pledge forms in before you do special events – otherwise employees might consider their support of a fundraising lunch as their “give”
- Do your best to involve all employees - not the same seven people
- Early returned pledge cards get more chances to win
- Make executives visibly involved
- Communication, communication, communication!
- Fun, fun, fun!
- Save unused stuff for next year’s campaign
- Consider adopting an agency for a year to insure involvement of whole company
- Treat Trolley – bring by treats when picking up pledge cards
- Set & publish campaign timelines ahead of campaign kick-off
- Swap prizes with other companies
- Prize drawing frequency based on level of giving (higher gift = more chances)
- Find out whom in your company works/volunteers for agencies – have them speak!
- Encourage payroll deduction
- Agency booths set up on-site (i.e. cafeteria, greens, etc.)
- Lunch or dinner for management ahead of campaign kick-off secure their support
- Testimonies from employees who have benefited from a United Way agency
- Use bright colored flyers so that they don’t blend in with everything else on the desk
- Drawing for an extra vacation day when pledge forms are turned in by a set date/time
- Send someone to Employee Campaign Coordinator training
- Community statistics of those helped by \$\$\$
- A Day in the Life of Your Donated Dollar – illustrate where their \$ goes
- 1% of salary donors get 1 day off
- Day of Caring participation = ½ day off a.k.a. a “2 ½ day weekend”
- Weekly activities throughout the campaign
- Have CEO & managers appear at Kickoff and speak at meetings
- Employee one-on-one meetings with CEO as a perk
- Use something fun & creative in the subject line of your e-mails
- Announce company goal with updates – celebrate your successes along the way
- Encourage cross-company participation – involve your vendors, customers and competitors!
- Volunteer at United Way Partner agencies as a group
- Recruit campaign teams involving people from each level/location
- Take time out of regular meetings to show videos, take cards, etc.
- Show immediate appreciation for giving
- Competition among teams to raise money



Communications - How can you use technology in your campaign?

- Set-up an online auction (consider using your company's intranet)
- Provide online pledging
- Use your company website
- Show the United Way video on your intranet or in your break room
- E-mails
- Voicemails
- PowerPoint presentations
- Online videos
- Online calendar
- Fliers/Folders online (showing where your donors' money goes)
- Advertising on cable
- Weekly or monthly "Mission Moments" story sent by email
- Sign-up for Day of Caring via your company's intranet
- Place a United Way of Denton County link on your company website
- Events on company TV
- Daily e-mail trivia
- Make your own "MasterCard" style commercials ("...priceless.")

