

Fifty Ways to Raise Funds — and Fun — During Your United Way Campaign

Check out the following ideas for special events, incentives and promotions to promote team building and get more employees involved in the United Way Campaign. Many of these activities will also help to show how donations to United Way's Community Impact Fund can really make a difference for local people in need!

Games & Contests

1. Pie in the face
2. Lunchtime bingo
3. Candy jar raffle
4. Competitions (inter-departmental or inter-company, e.g., golf challenge, lip sync challenge, race)
5. Bowl-a-thon
6. Carnival/dunking booth
7. Email bingo (buy cards and play different variations)
8. Baby photos – match the baby photo with the manager or employee
9. Cutest pet contest
10. Scavenger hunt

Prizes, Drawings & Cash

11. 50/50 drawing
12. Spare change jugs
13. Daily prize drawings or balloon pop for: restaurant/mall gift cards, suite seats at games, tickets for sporting events, concerts, night at hotel
14. Lottery
15. Draw for a day off
16. Collect cans and bottles

Food Fun

17. Breakfast
18. Specialized food sales – candy bars, pies, international food
19. Daily donations for donuts, coffee, snacks, etc.
20. Lunch box/basket auction
21. Tailgate/cookout
22. Baked goods contest/sale
23. Ice cream social
24. Chili cook-off

Sales Events

25. Office garage sale
26. Car wash
27. Book sale
28. Gift basket sale
29. Silent/live/online auction
30. Corporate cookbook with employees' recipes

Miscellaneous Incentives

31. Dress down/slipper day
32. Sports team day – wear your favorite team apparel
33. Challenge between departments based on participation, increase in average gift or first department completed.
34. Walk/run fundraisers – participants get sponsor to pledge total amount or \$ amount per mile

More Fun Ideas

35. Share your campaign updates on social media (e.g., employee testimonials, campaign newsletter)
36. Executives serving breakfast/dinner to employees who won a drawing
37. Executives prepare a feast for employees during a campaign event
38. Wine tasting
39. Sell/raffle donated products
40. Palm reading/fortune telling
41. Use of prime parking space for designated time
42. Theatre tickets or tickets to sporting events
43. Dinner for two with the boss
44. Spa/massage day
45. Flower sale
46. Casino night
47. Company concert or karaoke night

Dear Rochester . . .

- *Fundraise in an impactful way, letting employees know that the money donated does real good in the community**
48. Borrow the Dear Rochester Jenga game from your United Way relationship manager and have employees participate in a game hour/lunch to learn more about the Community Impact Fund
 49. Encourage employees to share their Dear Rochester story at uwrochester.org/dearrochester. If they bring you their confirmation they're entered (or automatically) win a Rochester favorite. (e.g. Red Wings swag, Dinosaur BBQ sauce, gift certificate for a plate)
 50. Send employees Dear Rochester success stories to show them their gift can make a difference for someone in Greater Rochester.



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.

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

OTHER IDEAS AND CONTESTS

- “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

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 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 talk to contributors.
- 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—personal contact!
- DON’T forget your well-planned employee solicitation campaign.