

It's been proven...United Way Campaigns are fun when you incorporate fundraisers. If you want a campaign that has a boost of excitement and provides an opportunity for camaraderie for the employees of your organization, then fundraisers are for you.

Check it out...Have you ever thought that fundraising takes too much time or you don't have the resources to effectively organize a fundraising event? Think again! With Fundraising 101 anyone can incorporate fundraising into their campaign. This book has events that will fit your company and comfort level.

Ponder this...“What do I hope to accomplish through this event?”

- Build morale
- Create greater community understanding
- Increase volunteering
- Raise money

Go for the Gold...Successful fundraisers have two things in common: good planning and wide participation. So remember, you must publicize your event, because people can't participate in something they don't know about.

Are we having fun...Fun is contagious! If you're having fun, everyone is going to have fun too! Here are some event ideas that are easy and fun Choose one or several to enhance your campaign. And, remember...HAVE FUN!

America's Funniest Office Video Party

Find an employee who can volunteer to bring in their video camera to take candid

video footage around the office. Schedule a short meeting in a conference room to show the video to your employees. Sell tickets, soda and popcorn and donate the proceeds to United Way campaign. If the video is a big hit, perhaps hold an opportunity drawing of a copy or sell duplicates. (It could make a great office holiday gift!)

\$\$\$ A Dollar an Inch Contest \$\$\$

Executives participate in an all-day competition to end the day with the shortest tie. Employees cut an inch off their favorite executive's tie each time they give to United Way. Give prizes for the shortest tie, ugliest tie, etc.

Auction Alert Different departments donate lunches to auction every day for a week. Use your company's intercom system, or other employee communication system, to temptingly auction the lunches. Employees call in with their bids. A variation of this event is to have employees pay \$5.00 for the “boss” to deliver coffee and muffins to them, with all proceeds going to your United Way campaign.



Auction Hotline Set up a special voice mailbox with weekly messages announcing auction items, including their face value. Employees call the hotline to record their bids.

Update the recorded message daily, announcing the highest bids received to date. Each Friday announce auction results for the week and the following week's items. Ask employees to donate items or services for the auction.

Humorous or Informative Payroll Stuffers

- Donuts with a sign that says “DOUGHNIT” Make sense to give to the United Way
- Pennies with a note that says, “It Makes cents to give to United Way.”
- A candle with a note that says, “You Can Light Up a Life”.
- Or, a roll of Lifesavers candy with the note that says, “Be a Lifesaver: Give to United Way”.

Theme Ideas

- There's No Place Like Home
- United in Sharing
- Our Team Works
- Giving isn't Expensive: It's Priceless
- Embrace Your Community. Giving Works
- People Making a Difference
- Giving Here Helps Here
- Have a Heart: Give a Hand
- Hearts and Hands Together
- It Starts with One, It Starts With You
- United Way Begins With U
- Doin'it the United Way
- You Can Make a Difference
- Give Where You Live
- Leading the Way, the United Way
- For those larger organizations who run longer campaigns, try a different theme per week with a different fundraiser

Ways to Encourage Participation Take a Day Off

- If employees meet a goal, designate that a certain amount goes into a

drawing for a day off with pay. Or, have your CEO take your job for a day, kiss pig, shave his head or cut her hair, etc.

Coco the Gorilla

- As an incentive for the department that wins the highest per capita giving award or raises the most money at a particular fundraiser, they will get to keep Coco the Gorilla, or any large stuffed animal you would like to represent your company or industry, until next year's campaign.

Drawing

- If you give at a certain level (or just for participating), your name goes into a drawing to be held at the discretion of the coordinator. Solicit vendors or local merchants to donate prizes. Suggested prizes include movie tickets, gift certificates, phone cards, gasoline cards, and dinners. When you reach your goal, management agrees to serve breakfast or lunch.

Add a Year Round Fundraising Event

- Recycling
- Valentines Day – Candy, Flowers or Jewelry Sales
- Mothers Day – Candy, Flowers or Jewelry Sales
- 4th of July – Flag Sales
- Hula Hoop Contest
- Chili Cook-Off

turkey). Set up 10 pins, e.g. soda liter bottles filled with water or sand. Use pins relative to size of ball. Score just like bowling or total pins knocked down by two rolls. Use as many or as few frames as you want. All contestants pay \$1.00 - \$3.00 a game.

Ugly Tie/Ugly Earring Contest All contestants pay \$5.00 to enter the best awful earrings or ugly ties they own (or can make or borrow)! Place voting boxes at various places around the office, and charge \$1.00 per vote. Employees vote as many times as they want for their favorite. Have a parade of all contestants, offering a last chance to vote at the end of the day.



Vacation Day Many ECMs say this event easily guarantees almost 100% participation. Employee “buy’s a vacation day. When an employee chooses to participate, their wages from a day’s work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to United Way of the Inland Valleys. Everyone wins through the implementation of this activity. The company achieves high participation, the employees get a vacation day, and Riverside County is helped.

Note: This may not be an incentive that is approved in your company. Please check with your Human Resources Department or with your supervisor for authorization before implementing this activity.

White Elephant Sale Employees donate “white elephant” gifts that others can buy at affordable prices. This is especially popular at carnivals.



Wine Drawing Offer employees a chance to win an assortment of specially selected wines from a number of different wineries. Sell tickets for \$1.00 each or 6 for \$5.00 (what a deal)! Display the wines in an employee common area to entice wine lovers.



**United Way
of Fresno County**

Baby Picture Match Game Invite employees to try their luck matching baby and/or pet pictures of management. Award the entry with the most right answers a paid day off or some other fun incentive. Charge employees \$2.00 per ballot.

Balloon Pop Game Get prizes donated by area merchants, from movie tickets to lunches to certificates for free hamburgers, or other inexpensive prizes such as candy bars or suckers. Place pieces of paper inside balloons with the prize name. You may or may not want to have a prize in each balloon. Sell balloon for the dollar amount of your choice (e.g., average is \$3.00 to \$5.00 each). People pop balloons to see what they won, if anything.

Bingo Sell bingo cards to employees. Get a local store to donate prizes for all winners.

Blue Light Special Rallies Hold daily/weekly “Blue Light Special” rallies throughout your employee giving time. Different divisions, departments, or project areas host each “special.” Serve pastries and juice. Invite a speaker to talk about one of United Way’s Targeted Investment areas. Schedule entertainment by a youth or elderly group. Organize prizes and games.



A Book Fair Call up Books at Work™ to have a portable book display brought into the office. Twenty-five percent of the proceeds go to your employee United Way campaign. Call 1-800-468-1232.

Bake Sale Have employees bring their favorite baked goods to sell, with the

proceeds going to United Way. This may be set up using the honor system with prices on the products and a can for donations.

Book & Video Sale (New or Used)

Employees donate their old books (paperbacks, hardbacks, children’s books, cookbooks, books on tape), videos and music tapes, CD’s, DVD’s, or cassette tapes for an employee sale. Sell paperbacks for \$1.00, hardbacks for \$2.00, cassettes and videos for up to \$5.00.

Place in a public area, break room, conference room, etc. for a period of time by using an honor system. Collect money every day. Any items left over can be donated to libraries, non profit organizations or schools.

Bowl-a-Thon Employees pay a \$2.00 entrance fee to participate in this event. Give each participant a pledge form in advance to use when asking employees for their support. Encourage fan support, fun and enthusiasm.



Cake Walk Place numbered pieces of paper on floor corresponding to the number of cakes or baked goodies in event. Play music like musical chairs and when music stops, draw a number from a jar and the person standing on that number wins their choice of goody.

Casino Night What are the ingredients for a successful Casino Night? A few blackjack tables. One Bingo game. A bean-bag toss. A bushel of sandwiches and sodas. Invite employees and their families.

Local businesses can donate prizes and items for winners.

Casual Day Sell casual day badges allowing employees purchasing them to dress casually on certain days. Employees purchase badges for \$5.00 each. The badges carry an expiration date, depending on the amount donated. Designate certain casual days as “Casual Days” and encourage your employees to show their wild side:

- Tuesday – Stupid Hat Day
- Wednesday – Outrageous Socks Day
- Thursday – Sports Team Day

CEO Car Wash Employees donate \$5.00 to have their car washed at high noon by their “boss” in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for Polaroid photos of the employees and the boss washing their cars.



Children’s Drawing Contest

Give employees “official photographs” of one or two top executives to take home for their children to draw. Or, have children draw what “helping others”, “hope” or another theme means to them. Contest is limited to children under 12 who are related to any employee. There is a \$5.00 entry fee per child. Employees vote for the best drawing by paying \$1.00 per vote.

Give prizes to all participants (get a local fast food restaurant to donate a certificate for a free lunch).

Display winning portraits as a part of the company’s permanent art collection.

A variation of this event: Employees submit photography, drawings, paintings, poetry or collages depicting people helping people.

Chili Cook-Off Contest Employees (or a team of employees) cook their favorite chili recipe and enter it into a cook-off contest. You can charge teams or employees to enter the contest. This activity can also add “spice” to a Community Fair. A panel of chili experts selects the official Chili Champion and employees pay a small amount to taste the chili. Talk to a local hotel representative about donating a weekend stay at their hotel for the winner.

Chocolate Kickoff Rally Excite those “sweet tooth’s” when kicking off your campaign! Print gold paper candy bar wrappers with the employee-giving theme. Put the wrappers on chocolate bars and distribute at your kick-off.

Comedy Hour Local comedians amuse employees during the lunch hour (pro bono, of course!) Employees buy tickets to attend Comedy Hour, with all proceeds going to United Way of the Inland Valleys.

Community Fair Non-profit organizations set up information booths at your work site.

Everyone Loves a Carnival Try a carnival theme with free hot dogs, soda, and popcorn. Employees try their luck at games like ring toss and the fishpond. Include entertainment and art displays from youth projects.

by Thanksgiving. Create five or six letter templates of a letter from Santa to a child. Sell for \$5 a letter, personalized to a child. Print letters on Santa paper. Send batch of stamped letters to North Pole for postmark and mailing. Kids (or any loved one) get a letter from Santa postmarked from the North Pole!



Scavenger Hunt Employees participate in a scavenger hunt that requires them to find unusual items from around the neighborhood or office building, as well as to demonstrate community knowledge. You can “plant” items to be “discovered”. Teams of four, their choice, pay a group entrance fee. If each team member has a different job title, present findings at the end of one hour. If a team arrives late, assess a penalty of 2 points per minute (or fraction thereof). Award winners with something special just for their team.



Spelling Bee Hold a spelling bee contest, charging a \$5.00 entry fee. Galley observers place \$1.00 bets on their favorite participants. Present the winner with a special award.

Tailgate Party Create a sports theme for your campaign to coincide with football season. Back a truck into the employee lounge, lower the tailgate, and sell football fare:

- Hamburgers
- Hot dogs
- Chips
- Soft drinks
- Peanuts

Play a game of lag or video football with participants donating an entrance fee and observers wagering bets.



Ticket Giveaway/Gift Certificates

Give free tickets to movies, theater productions, amusement centers and other attractions for pledge incentives. Give movie passes to every employee who meets the challenge of pledging a certain dollar amount increase. In addition, enter the names of all employees who turn in a signed pledge form during the first hour following the kick off into a special drawing. Get tickets to a fun local destination such as Disneyland for your special drawing.



Trivial Pursuit Match Create a pool around the winning team, and give all employees who bet on the winners a prize.

Hold the challenge during a staff meeting. Give the event a game show flavor with participants using bicycle horns if the answer is known.

Tupperware Fund Raising Call up “Tupperware” to arrange a fundraiser in your office, with 15%-25% of retail sales to go United Way of the Inland Valleys campaign (percentage depends on program plan selected). For the local distributorship near you, look in the white pages or call 1-800-358-7221.

Turkey Bowling Set up a bowling alley in the parking lot or hallway. Get a small frozen turkey or Cornish game hen or chicken to use as a ball (loser gets the used

Laugh Olympics Employees compete in crazy “athletic” events for silly prizes. Participants donate a \$5.00 fee to enter.

Observers wage bets on their favorite entrants.



Miniature Golf Build a nine-hole course featuring slinkys, ramps, water and sand around the office laid out to test the skills of your employees. The lowest score (which may be decided by tiebreaker) will take home a tacky golfing sport coat. Interested twosomes return an entry form, bring a putter the day of the event, and pay an appropriate entry fee:

- \$25.00 for twosomes of upper management
- \$15.00 for twosomes of middle management
- \$10.00 for twosomes of all other staff

Try a “Golfing in America” theme with each hole highlighting a different state/city (i.e. a hole-in-one in a Hawaiian volcano, a birdie in Boise, sand traps in Arizona).

Nacho Party Plan an afternoon to sell nachos or popcorn to interested employees in your break room. Employees pay \$2.00 for each serving with all proceeds going to United Way of the Inland Valleys.



Paper Airplane Flying Contest Employee makes airplane by folding same size paper or they build at home and bring into work. Set winner categories for plane that flies farthest, straightest, most loops & best decorated.

Parking Space Raffle a parking space for a month, quarter, or year, or sell a United Way Parking Spot in a silent auction.

Potluck Luncheon Have employees bring a dish and then charge \$3-\$5 to eat lunch. You may want to set a theme such as, Italian Food, Mexican Food, International, Vegetarian, etc. Don’t forget desserts! You can also tie-in a chili-cook off and have judges identify the best, hottest and most unusual dish.

Potato Decorating Contest Award prizes for the best-decorated potato. Themes can be by department, United Way services, holidays, sporting events, cars (and then race them), movie stars, movie themes (“Spud Wars”), commercials, monsters, etc. Have contestants pay a \$1 per entry and charge people a \$1 per vote.

Putt-Putt Golf Tournament Create a miniature golf course around the office, plant, parking lot, etc. Draw greens, water traps, sand traps, etc. and place at different spots. Putt balls into glasses or cans placed on their side.

Rose Event Ask local florists to donate roses or carnations that employees buy for \$2.00 to send to fellow co-workers. As an added incentive, the organization matches each \$2.00 donation. Try the same event with cookies, as a variation, with employees donating the cookies for the event. Interested employees pay \$1.00 to send a cookie and a note to friends or co-workers in the organization just to say thanks.

Santa Letters This event should begin



Publicize well!! Strong leadership sets the pace. Ask your leaders to send a memo or e-mail emphasizing the importance of learning about the needs in Riverside County.

Coupon Books Many organizations that sell “entertainment” coupon books will sell the books at a discount to organizations that are fundraising. Generally, you only pay for the books that you sell. There are many different types of coupon books available.



Craft and Bake Sale Host a craft and bake sale to help employees get a start on holiday shopping. This popular activity gives everyone a chance to share his or her hobbies and special talents.



Cruise for Donors Organize a cruise on the Blue and Gold Fleet or Hornblower Yachts for a fundraising event/dinner dance. Use a nautical/pirate theme for invitations and incentives.

“Donate a Quilt” Drive Employees donate a quilt featuring a theme of giving to the community and being involved. Sell opportunity drawing tickets to interested employees.



Dunk Tank Set up a dunk tank with all of your dunkable executives. Charge \$3.00 for 3 balls and charge participants a fee to enter the contest.

Employee Cookbook Collect and group recipes and helpful household hints into a customized cookbook. Ask employees to have their children create illustrations for the cookbook, including the cover. This event has been so popular that some organizations have not been able to fill all requests. Plan for an enthusiastic response.

Employee Guessing Events/Trivia Questions

- The company’s grand total given to the community
- The per capita gift of the organization
- Community needs questions (“How many homeless people live in our community?”)
- The amount of candy (Jelly Beans or M&Ms or other items in a jar)
- Whose knees are these?
- Have an employee baby picture contest
- Guess whose pet belongs to which employee
- Guess middle names or unknown initials
- Play “I’ve got a secret”

Get a secret from employees that nobody knows (and they are willing to tell). Place the secrets on a sheet of paper and list the secrets 1-10 etc. Then add the names of those employees who gave you a secret below the list of secrets. Participating employees have to pair the secret with the employee.



Employee Opportunity Drawing Ask employees to contribute something special

for an opportunity drawing prize:

- Home made pies
- Lunch with a co-worker
- Car wash
- Tickets to a special event
- Weekend stay at a vacation cabin or condominium
- One-day vacation
- Prizes donated by vendors

Employees make contributions using an opportunity drawing donation form. Those employees turning in pledge forms early receive three opportunity drawing tickets. Employees turning in pledge forms after the “early” date, but before the campaign’s final event, receive one opportunity drawing ticket.

Executive Car Wash Have managers or departments wash cars for \$5.00 each. The department that washes the most cars wins.

Executive Chair Race (or “Execu-Glide”) Set up a relay course for executives to go through sitting on chairs or on tricycles. Use a stopwatch to time contestants, with the best time winning a prize. Observers wager \$1.00 on their favorite contestant.

Executive Fantasy Auction Executives at your company create “fantasy” packages, which employees can bid on at a special auction:

- Cooking the winning bidder a special dish
- Singing at a wedding, party or special event
- Mowing the winner’s lawn
- Changing the winner’s car oil

- Babysitting the winner’s children
- Washing the winner’s car
- Washing the winner’s windows

Packages include fishing trips, dinners or movie tickets. Executives also auction their special services.

Executive Prison Transform an office into a jail cell. Next round up your prisoners (the usual suspects). “Arrest” managers and executives and allow them to make telephone calls to their staff members to “bail” them out. All bail proceeds go to help local men, women and children.

Flashback Carnival Invite employees to an old-fashioned carnival complete with cakewalks, bake sales, bubble blowing and \$.50 hot dogs. Hold a hoola-hoop contest and hoop-shoot to really give it that flashback flavor. Charge participants a fee to enter the contest. Set up a dunk tank with all your favorite dunkable executives. Charge \$3.00 for three balls. Throw those pies at all your favorite executives.



Food Around the World

Employees team together to create taste treats from around the world. Employees decorate their own booths and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. Have a panel of “celebrity” judges award prizes.

Grandma’s “Heart Attack” Chocolate Cake Sell your grandma’s favorite chocolate cake recipe to interested

employees. Tempt them first with little bite-sized pieces for samples.

Halloween Pumpkin Carving Contest

Plan a Halloween theme and hold a pumpkin-carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins individually or by group. Charge \$5.00 to enter and \$1.00 per vote.

Award prizes in various categories:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

Throw a Halloween party to end your campaign!

Hawaiian Luau Have a mini luau. Serve ham, pineapple upside-down cake and other Hawaiian fare. Give prizes to employees wearing the most outrageous Hawaiian attire.

Health and Giving Events Each department in your organization hosts a special event that will raise money for local men, woman and children, and better the health of employees at the same time.

- Yoga Classes (10 lessons, once a week for \$50.00 per person)
- Brown Bag Lunch Workshops put on by service providers on such topics as children, health, independence, families or leadership giving.
- Stress Reduction Classes
- Personal Trainer Consultations (\$20.00 for one hour)

- Horoscopes (\$10.00 for daily horoscope, \$20.00 for birth horoscopes)

Charge a fee to attend the classes with all proceeds going to United Way of the Inland Valleys.

Horse/Matchbox Cars Race Draw a picture of a racetrack on large sheet of butcher paper. Employees race their entry by purchasing increments of a track. You may want to purchase a pack of plastic toy horses for this event at a discount store.

I Dress This Way for United Way

Employees pay a fee to dress casual on a certain day, and wear a label that says, “I dress this way for United Way.” Ask your United Way Loaned Executive, Account Manager or Staff Member for labels or layout on disk or visit www.uwiv.org.



Karaoke Party This has the potential of being a BIG fundraiser and a GREAT team builder! Participants pay

\$2.00 to enter and are given a list of songs and a pledge form in advance. Participants ask employees to support them by pledging an amount of money. At the event, have a big box of funny hats, boas and other costume items available for participants to use. Pass the hat at the party to receive even more pledges.

Note: A variation on this activity is “Executive Karaoke”. Employees pay money for executives to get up and sing the song of their choice. Videotape the event and sell copies, as well.