

## FUNdraising ideas

### ENGAGING AND EASY IDEAS THAT PUT A LITTLE FUN IN YOUR FUNDRAISING

<p style="text-align: center;"><b>Carnival-themed Party</b></p> <p>Whether it is a dunk tank, ring toss or a pie in the face, employees love participating in carnival themed activities for a small donation, especially when top executives are involved.</p>	<p style="text-align: center;"><b>Fundraising with Food</b></p> <ul style="list-style-type: none"> <li>● Bake sales</li> <li>● Lunchtime barbecues</li> <li>● Ice cream socials</li> <li>● International food festivals</li> </ul> <p style="text-align: center;"><i>All are great ways to gather employees, and enjoy a meal to benefit United Way.</i></p>
<p style="text-align: center;"><b>Lip Sync or Karaoke Competitions</b></p> <p>Ask executives or departments to go head-to-head in some singing fun for a cause. Employees can donate to ensure their executive is the “lucky” winner to perform. Hint - Executives can buy their way out of the competition, for a cost.</p>	<p style="text-align: center;"><b>Halloween Fun</b></p> <ul style="list-style-type: none"> <li>● Try a pumpkin carving or a costume contest by department to build team spirit and celebrate the holiday.</li> <li>● Schedule a “reverse agency tour” where children from a United Way program visit your office to trick-or-treat and celebrate with a costume parade.</li> </ul>
<p style="text-align: center;"><b>CEO Car Wash</b></p> <ul style="list-style-type: none"> <li>● Ask coworkers to donate \$5 to have their cars washed by management.</li> <li>● Charge extra for special services like cleaning the interior or polishing the rims.</li> <li>● Charge extra for photos of the event.</li> </ul>	<p style="text-align: center;"><b>Cooking Competitions</b></p> <p>Discover who the best chef is at your workplace by organizing a competition based on popular television shows such as “Iron Chef” or “Chopped”.</p>
<p style="text-align: center;"><b>Parking Spot Prize</b></p> <p>Dedicate a few select parking spaces and sell tickets for a chance for winners to park like a VIP.</p>	<p style="text-align: center;"><b>Casual Days</b></p> <p>Everyone loves to dress-down. Sell “casual day” stickers to employees that can be redeemed year-round</p>
<p style="text-align: center;"><b>Days Off Drawings</b></p> <p>Host a “Days Off Drawing” in which employees purchase tickets for a chance to win days off from work.</p>	

## **Your United Way Campaign - Make It Fun!**

When you think of fun events, think of them as the wrapping paper on a birthday present that keeps on giving.

1. It makes you want to see what's inside
2. It makes you feel happy
3. It makes the present seem more special

Think of investing in United Way as the "present", and the fun events as the wrapping paper involving your co-workers, making it fun, and tying your employee campaign to the United Way community-wide campaign.

- Get creative with the campaign themes: "Be a Game Changer in the Game of REAL Life", "Live United" and "I don't just wear the shirt, I LIVE it!"
- Feature employees who are already active with United Way – who GIVE, ADVOCATE, or VOLUNTEER.
- Lunch 'n Learn - Invite an agency speaker to give a lunch-time workshop on a topic of interest.
- Set up United Way displays in your company lobby. You can even hold a competition between departments for the best display. Use different items to depict programs or services.
- Stress Buster Days - Employees wear jeans to work.
- Employees pay to throw water balloons and whipped cream pies at the manager - can be scheduled around peak busy times at the office.
- Ice Cream Social - Management serves employees to thank them for a successful campaign and good participation.
- Hold a carnival or outdoor picnic complete with entertainment, agency booths, drawing, local celebrities, dunking booth, cakewalk and on-site radio remote.
- Hold a prize-filled rally and great food to pump up the spirits and get the campaign off to a great start.
- Hold a drawing for one month for a premier parking space.
- Sell popcorn and drinks at a company event, agency fair, or picnic with proceeds going to United Way.
- United Way Trivia Contest - Distribute email, printed questions or put up "potty papers" in the restrooms about United Way and it's programs every day for a week. Then ask trivia questions based on the information. Those completing all the questions are entered into a drawing (Use the information in this packet to help you come up with great questions)

- White elephant or silent auction - employees bring in items they have made or donated. Live or silent auctions are held during break times, lunches or via your company's internal email communication channels.
- Management prepares breakfast/BBQ/homemade ice cream/a fun kick-off to announce business participation in the United Way campaign.
- Agency Tours for employees to educate them about United Way.
- Dunking Booth - Charge \$1 per ball to dunk an executive or manager.
- Chili Cook-Offs are always popular - Have each department form a team and prepare their special "secret recipe" for chili. Use a Western or Mexican theme for decorations.
- Executive Car Wash - execs agree to wash cars for donations to the United Way.
- Dress Up Day - employees pay to wear their finest evening wear or tuxedo to work. Hold a fashion show and crown the winners.
- Raffle prizes could include logo items received from manufacturers or trade giveaways with other companies running campaigns!
- United Way parking space - raffle 12 times - one per month.
- Trophy for department with the highest percentage of participation.
- Extra half hour of lunch for 1 week.
- "Beach Bash" - Decorate cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "Hawaiian shirt" and then vote on the best one. Award prizes for the best outfits.
- "Have a Heart" - A paper heart is hung on the wall when an employee turns in a pledge card. During the campaign, pass out heart-shaped balloons and candy hearts to employees.
- "Fifties Fun Fest" - On the final day of the campaign, serve pizza, hold a karaoke contest, an Elvis look-alike contest, play rock and roll.
- "Kokau-Kokau" is Hawaiian for the spirit of giving. At the beginning of the campaign, have the President/CEO greet employees at the door dressed in a grass skirt and pass out a lei (have fun with the "lei" theme) to every employee. At the conclusion of the campaign, employees turn their pledge forms in for a ticket to an authentic luau, complete with a pig-roast.
- "In Hot Pursuit of Cool Millions"- Campaigners dress up as spies wearing trench coats and carrying magnifying glasses. Pass out United Way informative messages in code, and offer prizes for employees who can decode the messages.
- Have a Scavenger Hunt, look for items beginning with the letters UNITED WAY. Provide "prizes."
- Give every employee a pledge card with a quiz about United Way attached. All quiz answers should be in the brochure. Employees who answer the questions correctly can be eligible for a prize, such as a VIP parking place.
- Sponsor a horse race among the different departments in your company. As pledges come in, move the horses forward toward the finish line.

**Don't forget to add the magic ingredient... FUN!**