



## CAMPAIGN FUNDRAISING IDEAS

### Keys to a Successful Event

**Recruit** a committee with representatives from all levels and locations in your organization. Planning an event can be time consuming – the more people you involve, the more support you will have.

**Choose** an event that is appropriate for your work environment.

**Select** a date and location. Consider an easily accessible location.

**Develop** a detailed plan and timeline.

**Assign Roles and Responsibilities** – publicity, prizes, marketing, food, volunteers, social media, etc.

**Report the Results** to your employees and United Way.

**Send “Thank You” Notes** or make telephone calls to everyone who helped.

### Prizes & Incentives to Encourage Participation

- Thank you drawings
- “Flee @ 3” or “sleep in late” coupon
- Car started and windows scraped every day in January
- Car washed by manager or co-worker
- Casual day/Jean day
- Gift certificate
- Traveling trophy
- Company Promotion Item
- Free meal or dessert from employee cafeteria
- Department/business early dismissal on Friday
- Golf with the boss
- Two-hour lunch break coupon
- Lunch with your manager – his/her treat!
- Department pizza party
- Reserved parking space
- Movie passes
- Coffee delivered to your desk each morning for a week
- Dinner gift cards
- Gift baskets

## Virtual Ideas



United Way of the Bradford Area, Inc.

1. **Spirit Week** – Use this high school throwback for a full week of virtual fun: pay a set amount to participate in things like crazy hair day, favorite sports jersey day, hat day, company color day, opposite day, fun zoom background day, etc. Set a time for a virtual call to show your spirit or just let it show in meetings or social media. Raffle a prize at the end of the week for all who participated.
2. **Cooking Lesson** – Find team members who have always wanted to host a cooking show and have them record or host a living cooking demonstration and charge “admission” to join the meeting.
3. **Mentorship Auction** – Bid out or raffle a virtual coffee chat with a company executive.
4. **Talent Show** – Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy, or have a special talent. Charge “admission” to view, and vote on the winners with an extra donation
5. **Dress UP Day** – Flip the “Dress Down Day” and charge a donation to wear your best suit, favorite dress, trendiest tie, etc. to get out of your quarantine-comfy clothes.
6. **Special Delivery** – Have your company executives/co-workers deliver lunch to the highest bidder or raffle winner.
7. **Department Challenge** – Challenge internal departments with prizes for the most United Way campaign donors, highest increase in donations or the first department to complete donations.
8. **Baby Photos** – Have employees send their baby photos to be included in a virtual document or presentation. Charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most.
9. **Cutest Pet Contest** – Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friend.
10. **Recipe Exchange** – Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.
11. **Lunchtime Bingo** – Send Bingo card documents and call numbers via Zoom. Charge for each card and offer a prize for the winners.
12. **Candy Count** – Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy.
13. **Home Date Night Raffle** – Enter to win gift cards to local restaurants and movie stores. Maybe add a delivery from a local winery or brewery.
14. **Company “Cribs”** – Charge a donation for a virtual tour of coworkers’ homes, gardens, offices, patios or other interesting collections.
15. **Virtual Vacation** – Have team members submit their favorite vacation photos and a brief description for a virtual tour around the world. Charge a “travel fare” to view. As an added bonus, offer a drawing for a time-share or vacation home rental for use at a later date.

## Spread the Good Vibes

**Compliment Grams** – Design notes of congratulations or thanks to co-workers to buy and send to each other.

**Balloon Grams** – Sell balloons with notes of recognition inside and deliver to co-workers.

**Happy Holidays to your Clients** – Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

**Thank You Drawing** – Collect a variety of gifts: either donated, purchased or intangible goods such as vacation days, lunch with the CEO of your company, one year front-row parking, etc., to encourage employees to pledge, every contribution to United Way is entered into the drawing.

**Participation Goals** – Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, casual days, time off, etc.).

**Wall of Fame** – Place photos on the wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. A great way to recognize your company's loyal contributors.

**Smell the Roses** – Have a local florist donate flowers. Employees buy arrangements to send co-workers or to keep for themselves.

## The Classics

**Silent Auction** – The company donates auction item such as: office furniture, printers, scanners, computers, corporate school box seats at a sporting event, company merchandise, etc. Employees are invited to donate items as well and all proceeds go to the United Way.

**Front Row/Paid Parking** – Auction off a year's worth of free parking.

**Jean Day** – Sell jean day coupons or set a specific day to allow employees to wear jeans to work for a certain dollar amount and proceeds benefits the United Way.

**Entertainment Drive** – Employees donate new or slightly used books, movies, board games, puzzles, etc. and hold a sale to benefit the United Way.

**Spare Change Jars** – Place empty jars near vending machines or gathering places. Ask your coworkers to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a set time frame.

# Get Creative

**Spring Plant Sale** – Employees dig up plants and bulbs from their yards/garden or bring in a house plant to sell to other employees. Proceeds go to the United Way.

**Talent Auction** – Have employees donate their talents for an auction – handcrafted jewelry, scrapbook services, musical performances, etc.

**Flower Sale** – Sell flowers by the stem. Charge for inter-office or home delivery.

**Themed Baskets** – Ask individuals or departments to create themed baskets and auction off to the highest bidder.

**Lego Guessing Game** – Large jar is filled with legos and employees pay a fee to guess how many are inside. Prize is awarded for the closest guess.

**Trivia Contest** – Employees pay a fee to answer a daily trivia question and the first one with the correct answer wins a small prize.

**Pie Toss** – For a fee, employees nominate one another to receive a pie in the face. The top four with the most votes receives a pie in their face at a company event (or Zoom call).

**Hour of Music Sale** – Employees buy an hour of music to be played in the workplace.

**Change Bandit** – A coworker dresses as a bandit (approved by company security). Have the bandit visit employees to produce spare change.

**White Elephant Sale** – Employees donate add/funny items for sale. Coworkers are given the opportunity to buy these items and stipulate where in the office/in whose workspace the object should be displayed. Set a time frame for which the items must stay in the bought location.

**Buy a Boa** – Purchase a brightly colored feather boas for an employee to buy. The purchaser chooses s person to wear the boa for the day. In order to get rid of the boa, the wearer must pay to pick another employee to wear it. The boa must be worn at least 10 minutes prior to choosing another lucky boa-winner.

**Charge Late Fees** – Employees who arrive late for meetings, or produce any other tardiness, pay a fee to be donated to United Way.

**Jail** – Construct and decorate a jail made of cardboard. Managers are sentenced to the office jail for a determined amount of time or until they raise a set amount of bail money that is donated to United Way.

**Executive Service** – Executives donate an hour to serve lunch to employees and have coworkers pay to be part of the event.

**Octobeard** - Beards are grown throughout the month of October. Contestants pay to participate. At the end of the month there are 3 or 4 days of beard “carving” where beards are shaved into

different shapes. Pictures are taken and voting commences. Voting consists of donating change (negative points) and cash/checks (positive points).

**Grab Bags** – Fill paper bags with small treats (candy/chips). Solicit vendors or clients for donations to include as additional prizes in half of the bags. Sell each bag at your workplace.

**Extra Time Off Goodie Bags** – Assemble small bags of candy. In each bag, include a slip of a paper with a message. Some messages include a “Congratulations! You won four hours extra time off.” Some messages say “Sorry, you did not win extra time off. Please play again.”

## Everybody Loves Food

**Lunch Box Auction** – Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever.

**Bake Sale** – Coworkers buy employee-donated baked goods with proceeds benefiting United Way.

**Build Your Own Ice Cream Sundae** – Have a wide variety of sundae toppings available for sale for employees to build their own sundae.

**Nacho/Pretzel Sale** – Sell large plates of nachos and/or soft pretzels with cheese and other toppings. Donate the proceeds to United Way.

**Ice Cream Cart** – On a hot day, visit employee offices/cubicles selling popsicles, ice cream snacks or other cold items. Donate proceeds to United Way.

**Root Beer Float Sale** – Buy the necessary ingredients. Floats made and served by managers with proceeds donated to United Way.

**Chili Cook-Off** – Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place. After the judging, employees can pay a small fee to sample each chili.

**Walking Taco Sale** – Sell individual bags of corn chips with divided plastic foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, and packets of sauce. Price accordingly.

**Donut Eating Contest** – Employees raise money for the United Way by sponsoring contenders on a per-donut-eaten basis. The winner is determined by either eating the most donuts in a time frame or the first to finish a set number of donuts.

**Soup Lunch** – Employees sign up to bring in their favorite soup or bread. Set up at lunch time and charge participants fees for a bottomless bowl to try one or all of the soups.

**Warm Beverages** – To help offset the chilly winter weather, host a specialty warm beverage day with flavored hot chocolates and coffees in addition to fun toppings. Each toasty mug is available for a cost with a \$1 or more to be donated to the United Way.

**10% of Sales to United Way** – Arrange for a local restaurant to donate 10% of sales to United Way on a designated day.

**Spaghetti Lunch** – Host a spaghetti lunch and charge by the bowl.

**Order Up!** – Take orders from your coworkers for take-out from local restaurants. Pick up the food and charge a delivery fee benefitting the United Way.

**State Fair Pie Tasting** – Invite employees to bake a prize winning pie and let coworkers pay a fee to taste and vote for their favorite.

### Ways to say “Thank You”

During and after a campaign it is important to say “Thank You” to all employees who volunteered their time and energy as well as participated. Below are some ways to convey your gratitude:

- Host a ‘Thank You’ breakfast or lunch at a local restaurant or on the employee premises.
- Develop a bulletin board featuring your employees’ efforts – hang a giant thank you card, post a thank you from an agency or develop a collage of photos of your employees doing volunteer work or helping with the campaign.
- Spend a few minutes at the next staff meeting to congratulate and/or acknowledge employees who have participated in the campaign and fundraising efforts.
- Start the day off right by delivering coffee and breakfast to each employees’ desk who have participated in the campaign.
- Partner with kids from a United Way agency and have them draw a “thank you” for employees.
- Run a “thank you” ad in your company newsletter or on the company intranet.
- Hand out pens, hats, t-shirts or notepads with the United Way logo on them.
- Insert “thank you” notes with paychecks or pay stubs.
- Distribute candy with a personalized note from management.
- Display thank you message on computer screens, bulletin boards, voicemails, etc.