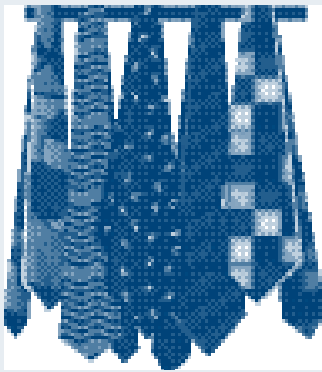


Little Book of Fund-Raising Ideas



America's Funniest Office Video Party

Find an employee who can volunteer to bring in their video camera to take candid video footage of your "Week of Caring" volunteer event. 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 the United Way campaign. If the video is a big hit, perhaps raffle off a copy or sell duplicates. (It would make a great 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 the campaign.
- Give prizes for the shortest tie, the ugliest tie, etc. (See Ugly Earring or Awful Tie Contest.)



Baby Picture Match Game

Invite employees to try their luck matching baby and/or pet pictures to pictures of the management. Award the entry with the most right answers a prize or some other fun incentive. Charge employees \$2 per ballot, and announce the winner at a luncheon where all participating employees and pictured employees can attend.

Auction Hotline

Set up a special voice mailbox with weekly messages announcing auction items. Outline the items, including their face value in a flyer. 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 next week's items.

Ask employees to donate items or services for the auction.



Balloon Pop

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize.

Employees pay \$1 to buy a balloon and pop it to find out what prize they've won.



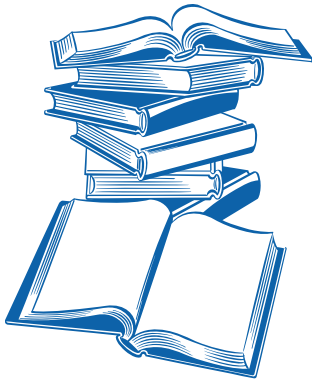
Bingo

Sell bingo cards for employees to purchase. Get donated prizes for all winners.

“Blue Light Special”

Rallies

Hold daily/weekly “Blue Light Special” rallies throughout your employee campaign. Different divisions, departments or project areas host each “Special.” Serve food and beverages. An agency speaker talks about community services that your employees support and have interest in. Schedule entertainment by a youth or seniors group. Organize prizes and games.



Book/Video Sale

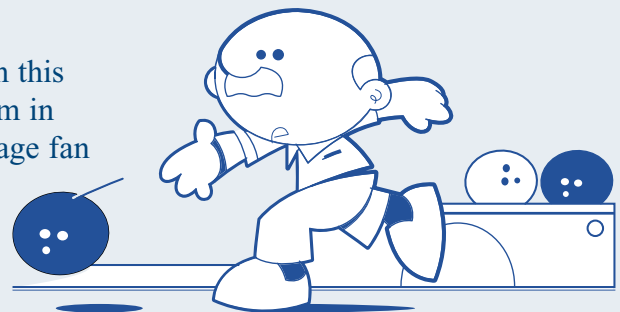
Employees donate their old books, videos, CDs, DVDs and cassette tapes for an employee book sale. Sell paperbacks for \$1, hardbacks for \$2 and cassettes, CDs, DVDs and videos for up to \$5.



Bowl-A-Thon

Employees pay a \$2 entrance fee to participate in this event. Give each participant a special pledge form in advance to use when asking for pledges. Encourage fan support, fun and enthusiasm.

If you don't actually go to a real bowling alley, use children's large bowling balls and pins.

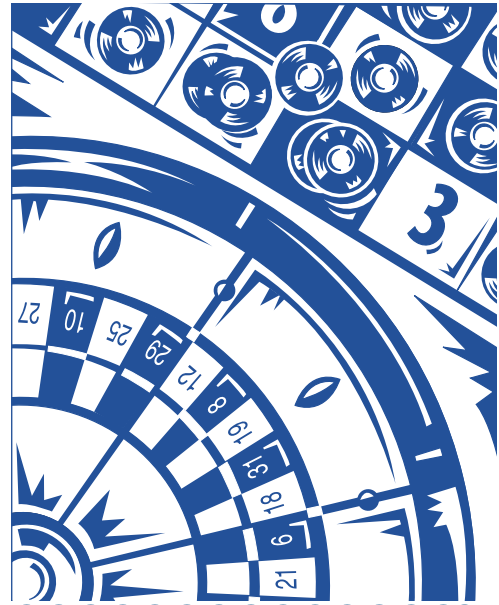


Casino Night

What are the ingredients for a successful Casino Night?

- ♥ A few Blackjack tables
- ♦ One Bingo game
- ♣ A bean-bag toss
- ♠ A bushel of sandwiches & sodas

Invite employees and their families. Local businesses can donate prizes and items for winners.



Carnation Trade

Local florists donate flowers that employees can buy for \$2 to send to



co-workers. Try the same event with cookies or candy as a variation, with employees donating the cookies for the event. Interested employees pay \$1 to send a cookie and a note to friends or co-workers in the organization just to say thanks.

Casual Day

Sell “Casual Day” stickers allowing employees to purchase them so they can dress casually on certain days. United Way stickers may be ordered from your UW contact or design and order your own. Designate certain casual days as “Crazy Days” and encourage your employees to show their wild side:

Tuesday – Stupid Hat Day

Wednesday – Outrageous Socks Day

Thursday – Sports Team Day

CEO Carwash

Employees donate \$5 to have their car washed 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 the children draw what “helping others,” what “hope” or another theme means to them. Contest is limited to children under 12 who are related to any employee. There is a \$5 entry fee per child. Employees vote for the best drawing by paying \$1 per vote.
- Give prizes to all participants (i.e. certificates for free pizza or ice cream cone).
- Display winning portraits as a part of the organization'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 cook their favorite chili recipe and enter it into a cook-off contest. This activity can also add “spike” to a Community Fair. A panel of chili experts selects the Official Chili Champion.

Chocolate Kick-Off Rally



Excite employees' “sweet tooth” when kicking-off your campaign! Print gold paper candy bar wrappers with your campaign theme. Put the wrappers on chocolate bars and distribute at your kick-off.

Coin War

Each department/floor has an empty water bottle (The BIG kind). Employees drop their spare dimes, nickels and pennies into the bottle. These coins are counted as positive. A quarter counts as negative. Employees may “sabotage” another Department's bottle by dropping a quarter into their bottle. At the end of the campaign, both positive and negative coins are counted, and the group with the most \$\$\$ raised wins. All proceeds go to United Way.

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 your fund-raising campaign.



Cookie Exchange

Have employees bake their favorite cookies. Sell tickets to exchange for a plate of cookies.

Community Fairs

Nonprofit 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 fish pond.

Include entertainment and art displays from youth projects.



- **Publicize well!**

Strong leadership sets the place. Ask your leaders to send a memo or e-mail emphasizing the importance of learning about our community.

- **Don't leave without your passport!**

Nonprofit organization representatives provide employees with information to complete questions on the passport. Enter all completed passports into a grand prize drawing.

Craft & Bake Sale



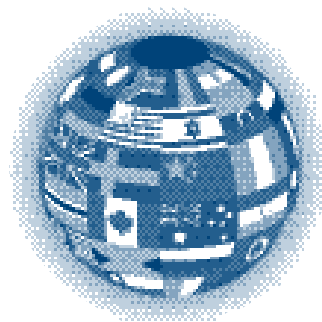
Employees jump into the holidays by shopping at a craft and bake sale!

This popular activity gives everyone a chance to share their hobbies and special talents.

Encourage employees to bring in items that they have made; or offer services that employees can provide.

Diversity Events

Tie in United Way programs and services to special events at your office. For example, during Latin-American History Month, invite a speaker from a Latin American-serving agency to share how United Way donations help strengthen Latin-American communities.



Dress Up Days

There are many variations on this idea. Sell buttons that allow people to dress casually for the day.

This can be used with "silly hat day," "sports team day," "tacky tie day" and many others.

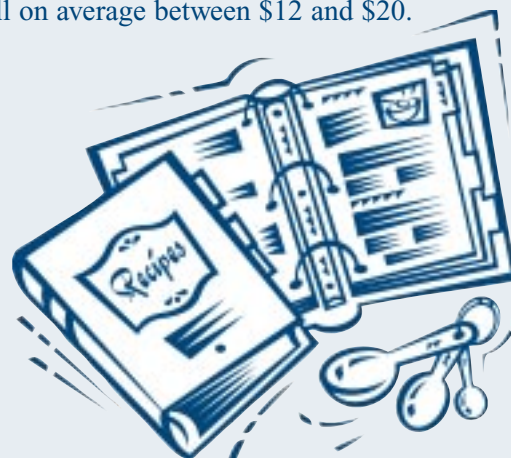


Employee Cook Book

Collect and group recipes and helpful household hints into a customized cookbook. Employees' children create illustrations for the cookbook, including the cover. Print or copy and bind books. This event has been so popular that some organizations have not been able to fill all requests.

Plan for an enthusiastic response!

Books sell on average between \$12 and \$20.



Employee Guessing Events

- The organization'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 or other items in a jar.

Employee Raffle

Ask employees to contribute something special for a raffle prize:

- Home made pies
- One-day vacation or time off
- Lunch with a co-worker
- Donated prizes
- Car wash
- Tickets to a special event
- Weekend stay at a vacation cabin or condominium

Employees make contributions using a raffle donation form. Those employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the “early” date, but before the campaign’s final event, receive one raffle ticket. Use these ideas as incentive for other fund-raisers.



Executive Chair Race (or “Exec-U-Glide”)

Set-up relay course for executives to go through sitting in chairs or riding tricycles. Use a stopwatch to time contestants, with the best time winning a prize. Observers wager \$1 on their favorite contestants.

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 United Way.



Executive Fantasy Auction

Executives at your organization create “fantasy” packages, which employees can bid on at a special auction. Packages include fishing trips, dinners or movie tickets. Executives also auction their special “services”



- Cooking the winning bidder a special dish
- Singing at a wedding, party or special event
- Changing the winner’s car oil
- Babysitting the winner’s children
- Washing the winner’s car
- Washing the winner’s windows
- Parking space for a week

Flashback Carnival

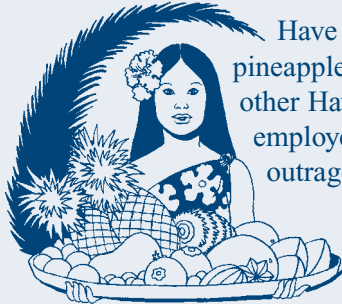
Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing and hot dogs! Hold a hula-hoop contest and hoopshoot to really give it that flashback flavor. Set up a dunk tank with all your dunkable executives. (Charge \$3 for 3 balls.) Throw those pies at all your favorite executives behind the “eight ball.” Charge participants a fee to enter the contests.



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.

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.

Halloween Pumpkin Carving Contest



Plan a Halloween theme and hold a pumpkin-carving contest. Employees enter carved pumpkins individually or by group. Charge \$5 to enter and \$1 per vote. Award prizes in various categories:

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

Health & Giving Events

Each department in your organization hosts a special event that will raise money for the community and better the health of employees at the same time:

- **Yoga Classes** (10 lessons, once a week for \$50 per person)
- **Brown Bag Lunch Workshops** put on by service providers on such topics as domestic violence, child care, women's health issues and parenting
- **Personal Trainer Consultations** (\$20 per one hour)
- **Horoscopes** (\$1 for daily horoscopes, \$2 for birth horoscope)

Charge a fee to attend the class, with all the proceeds going to United Way.



Ice Cream Social

Set up an ice cream bar with a variety of flavors and toppings in your lunch room/café. Charge \$1 for one scoop, \$2 for two, plus extras.

International Food Day

Employees team together to create tasty treats from around the world. Employees decorate their own booths and dress in appropriate costumes. Hold the event before the

lunch hour, allowing employees to purchase tickets

redeemable for food at the booths. A

panel of "celebrity" judges awards prizes.



Karaoke Party

This has the potential of being a BIG fund-raiser and a GREAT team builder! Participants pay \$2 to enter, and are given a list of songs and a pledge sheet 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.



Kiss the Pig/Cow/Llama

If employees reach their goal, a manager or the CEO agrees to kiss a pig or cow, OR their choice of species at a local zoo (arrange with the zoo first).

Laugh Olympics

Employees compete in crazy “athletic” events for silly prizes. Participants donate a \$5 fee to enter. Observers wager bets on their favorite entrants.

Games could include:

- Egg toss
- Water balloon toss
- Egg & Spoon Race
- Pin the Tie on the Executive
- Waste basket free throw

Lunch Auction

Different departments donate lunches to auction every day for a week. Use your organization’s intercom system, e-mail or other communication system to temptingly auction the lunches. Employees call in with their bids. A variation of this event is to have employees pay \$5 for the “boss” to deliver coffee and muffins to them, with all proceeds going to your campaign.



Male Beauty Contest

Contestants represent a United Way Agency. They receive votes at so much a bid. They can have photos of themselves with “biography” information available.



Mini-Indy 500

Rent or borrow remote controlled cars and set up an “Indy 500” race. Use office supplies to make the track more interesting. Teams must be sponsored to compete. Spectators can place bets on the winner and buy raffle tickets.



Miniature Golf

Build a 9-hole course featuring slinkys, ramps, water and sand traps around the office laid out to test the skills of your employees. The lowest score (which may be decided by tie-braker) 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 for twosomes of upper management
- \$15 for twosomes of middle management
- \$10 for twosomes of all other staff

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

Variation: Closest to the Pin -- if there is a grassy area near your work, have a “closest to the pin” contest with golf balls. Charge \$1-\$5 per ball.



Scavenger Hunts



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 with selected employees for others to “discover.” Teams of four, their choice, pay a group entrance fee. If each

team member has a different job title, automatically award them 10 bonus points. Teams have one hour to accumulate as many points as possible. The entire team must be present at the end of one hour. If a team arrives late, assess a penalty of 2 points per minute (or fraction thereof). Award winners something special just for their team!

Spelling Bee

Holding a spelling bee, charging a \$5 entry fee. Galley observers place \$1 bets on their favorite participants. Present the winner with a special “Dan Quayle Spelling Bee” 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: Hot Dogs, Soft Drinks, Chips, Peanuts.

Play a game of tag or video football with participants donating an entrance fee with observers waging bets.

Ticket Giveaway & Gift Certificates

Give free tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives. Enter into a special drawing, the names of all employees who turn in a pledge form during the first hour following the kickoff.

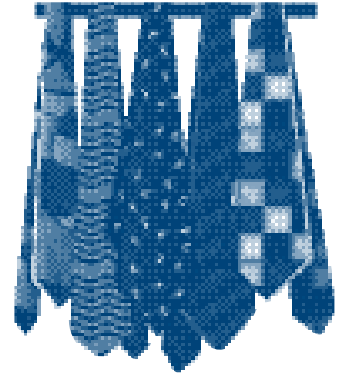


Trivial Pursuit Match

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.

Ugly Earring or Awful Tie Contest

All contestants pay \$5 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 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. Circulate the names of the entrants the day before the event so employees can anticipate the voting. Bring a Polaroid camera and charge for photos taken of employees with their favorite contestant. (Also see A Dollar-An-Inch Contest.)



Vacation Day

Many coordinators say this event easily guarantees almost 100% participation. Employees “buy” a vacation day. When an employee participates, their wages from a day’s work are deducted from their paycheck; the organization can choose to match the amount deducted.



Volleyball Challenge

Play real or improvised (balloons, etc.) volleyball with teams of 3-8 players. Charge an entrance fee and have donated prizes. Food and beverages could be sold to spectators. This also works with a basketball challenge.



White Elephant Sale

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



Prizes and Incentives

- Volunteer chauffeur ride to work for a week
- Time Off (i.e. two hours on Friday afternoon)
- Free potted plants every month for a year
- Free meals at a local restaurant
- Movie Passes
- Lottery Tickets
- Gift Certificates
- Free Oil Change
- Free Hotel Stays
- Free Babysitting
- Half-Day Vacation
- Call in “well” day
- Sleep-in-late Awards
- Prime Parking Spaces
- Professional Massages