

## **FUNdraising Ideas**

*Engaging and easy ideas that put a little fun in your fundraising.*

### **CARNIVAL THEMED PARTY**

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

- Dunking Booth - Charge \$1 per ball to dunk an executive or manager.

### **FUNDRAISING WITH FOOD**

Food is always a great way to bring employees together to enjoy a meal to benefit United Way.

- Bake sales
- Lunchtime barbecues
- Ice cream socials
- International food festivals

### **CASUAL DAYS**

Everyone loves to dress down. Sell “casual day” stickers to employees that can be redeemed year-round.

### **HALLOWEEN FUN**

Most campaigns fall during the season of Halloween so why not bring that into the fun and activities!

- Try a pumpkin carving or a costume contest by department to build team spirit and celebrate the holiday
- 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

### **CEO CAR WASH**

Involving leadership is a great idea to get other employees to take part in the fun.

- Ask coworkers to donate \$5 to have their cars washed by management
- Charge extra for special services like cleaning the interior or polishing the rims.

### **COOKING COMPETITIONS**

Discover who the best chef is at your workplace by organizing a competition based on popular television shows such as “Iron Chef” or “Chopped”

### **PARKING SPOT PRIZE**

Dedicate a few select parking spaces and sell tickets for a chance for winners to park like a VIP for the year.

### **LIP SYNC OR KARAOKE COMPETITION**

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. Executives can buy their way out of the competition, for a cost.

### **DAY OFF DRAWINGS**

Host a “days off drawing” in which employees purchase tickets for a chance to win days off from work.

## Your United Way Campaign - Make It Fun!

The more awareness you bring to your campaign, the more successful it will be. Spend time planning out fun activities for the employees to participate in through the weeks of your campaign that will tie your employee campaign to the work of United Way and the community-wide campaign.

- Get creative with the campaign themes:
  - Be a Game Changer in the Game of REAL Life
  - Live United
  - 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.
- **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, drawings, 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.
- United Way Trivia Contest - Distribute email, printed questions or put up "potty papers" in the restrooms about United Way and its 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)
- Management prepares breakfast/BBQ/homemade ice cream/a fun kickoff to announce business participation in United Way campaign.
- Agency Tours for employees to educate them about United Way.
- 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.

- 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 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.
- **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 collateral shared with them. 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 most important ingredient... FUN!**