



## Introduction

Thank you for your time and efforts in raising money for your community.



Throughout your campaign it is important to remember the programs that help keep your community a great place to live, raise children, work and do business. The

work you are doing now will keep this community strong for generations to come.

The ideas and activities in this book were gathered from nonprofits with many years of experience in raising money.

Instilling “fun” in your “fund” raising accomplishes a number of things. The employees tend to be more receptive to the “ask”; they enjoy themselves while helping others and fun activities tend to raise the overall moral of the employees. Having fun also improves the employees perception of their employers and to the business’ community commitment.

Your part in this campaign is vital and many times thankless. When you look around your community remember that your hard work is making a difference.

If at any time you need help, do not hesitate to call on your Loaned Executive or your United Way



## Wine Drawing

Offer employees a chance to win an assortment of specially selected wines from a number of different wineries.

- Sell tickets for \$1 each or 6 for \$5 (such a deal).
- Display the wines in an employee common area to entice wine lovers.



## Ugly Tie or Ugly Earring 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 the 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 digital camera and charge for photos taken of employees with their favorite contestant.



## Vacation Days

Many Coordinators say this event easily guarantees almost 100% participation.

- Employees “buy” a vacation day with their pledge.
- When an employee chooses to participate, their wages from a day’s work are deducted from their paycheck each month.
- The organization may choose to match the amount deducted, with all proceeds donated to the community.

Everyone wins through the implementation of this activity. The organization achieves high participation, the employees get a vacation day and the community is helped.



## Successful community giving. . .

**Has two things in common: good planning and wide participation. Here are ideas to spark involvement and FUN!** Successful Coordinators say special events take planning! Ask yourself these questions before your event:

- What are your organization’s goals for community giving?
- What do you hope to accomplish through the special event?
- What non-monetary goals do you have?
  - ⇒ Creating greater community understanding
  - ⇒ Increase volunteering
  - ⇒ Building morale
  - ⇒ Other
- What resources are available?
  - ⇒ People
  - ⇒ Materials
  - ⇒ Incentives
  - ⇒ Entertainment
  - ⇒ Inspiration

Think about the return on your investment-what makes a special event valuable? What “returns” do you expect? Above all, have fun and say thanks to everyone!

### ???? Have more questions?

Please contact your Loaned Executive or the United Way Campaign Staff! We are here to help **you** be a success!



## SAMPLE VENDOR RAFFLE REQUEST

To Whom It May Concern:

I am writing to local businesses which our organization and our employees use on a regular basis, seeking donations for our United Way Community Campaign.

We will soon begin our community giving effort to help our local United Way and we would appreciate it if your organization could make a donation to our name of event. Your contribution will be mentioned in all event publicity and will be an added incentive for all employees to contribute.

I would like to take this opportunity to thank again all those who sent gift certificates to last year's raffle, listed on the enclosed sheet.

Thank you for your consideration.

Sincerely,

## Sample Inspirational Sayings

Life's most important and urgent question is,  
what are you doing for others?  
-Martin Luther King, Jr.

Without the human community one single human being  
cannot survive.  
-The Dalai Lama

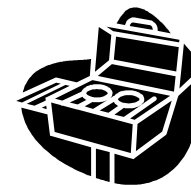
It is in the shelter of each other that the people live.  
-Irish Proverb

One of the deepest secrets of life is that all that is really  
worth doing is what we do for others  
- Lewis Carroll



## 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
- Hamburgers                 • Buffalo wings



## Ticket Giveaway/Gift Certificates

Give free tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives.



- Give movie passes to every employee who meets the challenge of pledging a certain dollar amount.
- In addition, enter the names of all employees who turn in a signed pledge form, during the hour following the kick-off, into a special drawing.

Get tickets donated to a fun local destination such as Six Flags 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.



## 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.

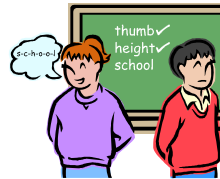
Teams have one hour to accumulate as many points as possible. The entire team must be present at the end of one hour. If a team arrives late, assess a penalty of 2 points per minute (or fraction thereof).

Award winners something special just for their team!

## Spelling Bee

Hold a spelling bee, charging a \$5 entry fee.

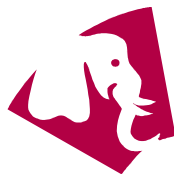
- Galley observers place \$1 bets on their favorite participants
- Present the winner with a special “Dan Quayle Spelling Bee” Award.



## White Elephant Sale

Employees donate unique “white elephant” gifts that others can buy at affordable prices.

This is especially popular at carnivals.



## Sample Inspirational Sayings

We can do no great things— only small things with great love.

-Mother Teresa

It is the greatest of all mistakes to do nothing because you can do very little.

-Sydney Smith

Take time to smell the roses.

-From Life’s Little Instruction Book

Never give up on anybody. Miracles happen everyday.

-From Life’s Little Instruction Book

Be kinder than necessary.

-From Life’s Little Instruction Book

Leave everything a little better than you found it.

-From Life’s Little Instruction Book

Do more than is expected.

-From Life’s Little Instruction Book

Focus on making things better, not bigger.

-From Life’s Little Instruction Book

Never underestimate the power of a kind word or deed.

-From Life’s Little Instruction Book

Make it a habit to do nice things for people who will never find out.

-From Life’s Little Instruction Book

Show respect for all living things.

-From Life’s Little Instruction Book

***Choose a charity in your community and support it generously with your time and money.***

-From Life’s Little Instruction Book

## Auction Hotline

Set up a special voice mail box 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.

## Baby Picture Match Game

- Invite employees to try their luck matching baby and /or pet pictures to 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.



## 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 make a pledge.
- Give prizes for the shortest tie, the ugliest tie, etc..



## Miniature Golf

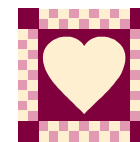
Build a nine-hole course featuring slinkys, ramps, water and sand around the office, laid out to test the skills of your employees.



The lowest score (which may be decided by a 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 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/city (a hole in one in a Hawaiian volcano, a birdie in Boise, sand traps in Arizona).

## Quilts, Quilts, Quilts!



Employees donate a quilt featuring a theme of giving to the community and being involved.

Sell raffle tickets to interested employees.

## Rose Event

- Local florists donate roses or carnations that employees buy for \$2 to send to fellow co-workers.
- As an added incentive, the organization matches each \$2 donation.
- Try the same event with cookies for \$1.



## Laff Olympics



Employees compete in crazy “athletic” events for silly prizes.

Participants donate a \$5.00 fee to enter. Observers wager bets on their favorite entrants.

- Javelin throw with straws
- Discus toss with paper plates
- Shot Put with cotton balls

## Lunch Auction

Different departments donate lunches to auction every day for a week.



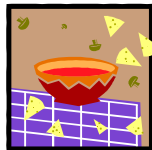
Use your organization’s intercom system, or other employee communication system, to temptingly auction the lunches.

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 the community

## 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 the community.

## 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 a 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 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 division, departments, or project areas host each “special”.
- Serve pastries and juice. A non-profit organization representative speaks for community services which your employees support and have interest.
- Schedule entertainment by a youth or elderly group. Organize prizes and games.



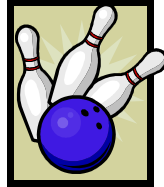
## Book/Video/CD Sale

- Employees donate their old books, videos, and CDs for an employee book sale.
- Sell paperbacks for \$1.00, hardbacks for \$2.00.
  - CD's and videos for up to \$5.00.



## Bowl-a-Thon

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



## 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.

## 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 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.

## International Food Day

- 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.
- A panel of “celebrity” judges awards prizes.



## 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 for their families, their staff or to use in the pumpkin carving contest.
- Employees enter carved 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!

## 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/person)
- Brown Bag Lunch Workshops put on by service providers on such topics as domestic violence, child care, women's health issues, parenting etc...
- Stress Reduction Classes
- Personal Trainer Consultations (\$20 for one hour)

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

## Casual Day

Sell Casual Day Badges allowing employees purchasing them to dress casually on certain days. Employees purchase badges for \$5.00 each through payroll deduction or cash donation. The badges carry an expiration date, depending on the amount donated.

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 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.

## Chili Cook-Off Contest

Employees cook their favorite chili recipe and enter it into a cook-off contest. This activity can also add "spice" to a Community Fair.



A panel of chili experts selects the official Chili Champion.

Talk to a local hotel representative about donating a weekend stay at their hotel for the winner.

## Children's Drawing Contest

Give employees "official photographs" of one or two top executives to take home for their children to draw. Or, children draw what "helping others", what "hope" or another theme means to them.

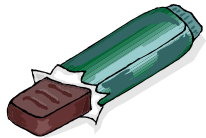


Contest is limited to children under 12 who are related to any employee. There is a \$5.00 entry fee per child.

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, ice cream etc.).
- \* 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.

## Chocolate Kick-Off Rally



Excite those "sweet teeth" when kicking off your campaign!

Print gold paper candy bar wrappers with the employee giving them.

Put the wrappers on chocolate bars and distribute at your kick-off.

## Flashback Carnival



Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, 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 behind the "eight ball".

## 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.

## Executive Chair Race (or "Exec-u-Glide")

- Set up a relay course for executives to go through sitting in chairs or riding tricycles.
- Use a stop-watch to time contestants, with the best time winning a prize.
- Observers wager \$1.00 on their favorite contestants.



## 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
  - 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

## 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.



## 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 the community.



## 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 fish pond. Include entertainment and art displays from youth projects.
- **PUBLICIZE WELL!**  
Strong leadership sets the pace. Ask your leaders to send a memo or e-mail emphasizing the importance of learning about our community.
- **DON'T LEAVE WITHOUT YOUR PASSPORT!**  
Non-profit organization representatives provide employees with information to complete questions on the Passport. Enter all completed Passports into a grand prize drawing. Talk to a local travel agent about donating a trip.

## Cruise for Donors

- Organize a local cruise on a local party boat or dinner cruise. Use a nautical/ pirate theme for invitations and incentives.
- You can get creative and do a slide or movie presentation using the pirate or cruise theme also.



## Coupon Books and Other Fundraisers

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

- Sell books that appeal to your employees.
- Or, if your organization is engaging in an emergency preparedness campaign sell Emergency Disaster Packs.

## Craft and 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.



## Employee Cookbook



Collect and group recipes and helpful household hints into a customized cookbook.

- Employees’ children create illustrations for the cookbook, including the

cover.

- Print and bind books by a local business, pro bono.

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

Employees guess:

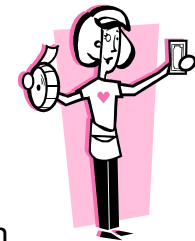
- The organization’s grand total given to the community
- The per capita gift of the organization
- Community need questions (“how many homeless people live in our community?”)
- The amount of candy or other items in a jar.



## Employee Raffle

Ask employees to contribute something special for a raffle prize:

- Homemade 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 a raffle donation form.

Those employees turning pledge forms early receive three raffle tickets. Employees turning pledge forms in after the “early” date, but before the campaign’s final event, receive one raffle ticket.