

SPECIAL EVENT FUNDRAISERS: RAISE ADDITIONAL FUNDS FOR UNITED WAY WHILE HAVING FUN

You're not just raising money. You're moving people forward.

Hybrid office? Many of special event fundraisers below can be held in person or adapted to be virtual.

Want to avoid cash? Ask us about collecting special event funds through Square!

BAKE SALE

Employees buy employee-donated baked goods with donations benefiting United Way.

BALLOON POP SURPRISE

Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

BINGO

Purchase Bingo cards and distribute them to employees. Every day, email a Bingo number to all participants. The first one to reply with "BINGO" wins. The Bingo game continues until all prizes are distributed.

BOX RAFFLE

Boxes are placed in highly trafficked areas with the name of a prize on each. Employees buy tickets and put them in boxes corresponding to the prize they want to win. A winner is drawn from each box.

BUILD YOUR OWN ICE CREAM SUNDAES

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for purchase for employees to build their own sundae.

CHANGE BANDIT

A co-worker dresses as a bandit (as approved by company security). Have them visit employees to procure spare change.

CHARGE LATE FEES

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way.

CHILI COOK-OFF

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili.

CORN HOLE TOURNAMENT

Grab a few boards and bags, form teams and have people pay-to-play.

COSTUME WAR

Choose an executive to wear a costume for the day by placing money jars outside the office doors of willing participants.

DONUT EATING CONTEST

Employees raise money for 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.

DRESS DOWN / HALLOWEEN COSTUME/ TEAM SPIRIT DAY OR WEEK

Employees pay to not wear "normal" work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, costumes, etc. Can be an entire week or sell day-passes to use through the campaign or year.

GUESS THE BABY PICTURE/CUTEST PET CONTEST

Employees bring their pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their pictures. The employee with the highest number of correct matches wins a prize. [*Ask UWGG about holding this online through our peer-to-peer fundraising site!](#)

GOLF PUTT

Supply a putting green and club. Employees pay per putt for a chance to win prizes.

GUESS THE NUMBER

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

ICE CREAM CART

On a hot day, visit employee cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks.

KARAOKE CONTEST

Each location, department or team nominates one employee to sing a song. Choose a variety of music or “spotlight” a particular theme of music. The winner is chosen by audience applause or a panel of judges.

LUNCH WITH CEO

Auction or raffle off lunch with the CEO – CEO’s treat!

EXTRA DAY VACATION

Raffle/Auction off a day or ½ day of vacation.

PAID PARKING SPOT

Have a large parking lot? Raffle/auction off a year’s worth of free front-row/easy access parking.

**PIE IN THE FACE / DUNK TANK AN
EXECUTIVE**

Do you have a brave company leader who is willing to take one for the team? If so, have employees pay for whipped cream pies or rent a dunk tank. You know what happens next...

POTLUCK

Post a sign-up sheet for employees to bring entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

SILENT AUCTION

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services.

SPARE CHANGE JARS

Place empty jars near vending machines or gathering places. Ask employees 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 time frame.

SPELLING BEE

Hold a spelling bee, charge an entry fee. Have audience place bets on their favorite participants.

“SWEAR” JAR

Identify a word or phrase commonly used in the office (perhaps the ones we all love to hate...synergy, circle back, or your own corporate jargon). Anyone who says that word during the campaign must put money in the “swear” jar.

TRICYCLE RACE

Teams race in relay format around the office parking lot on small bikes. Employees bet on which team they think will win.

UP ON THE ROOF

Solicit supervisors, managers, directors and CEOs to participate. Employees raise a set amount of money for the boss to spend a lunch period or a night on the roof in a tent. Plan a cookout, so everyone can watch the boss on the roof.

YARD SALE

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way of Greater Greensboro.

INCENTIVE IDEAS: WAYS TO MOTIVATE YOUR COLLEAGUES

Sometimes a little incentive can help turn belief into action.

Some of the incentive ideas may require approval from your senior leadership team.

UWGG's INCENTIVES

- **Caring Club Card:** United Way of Greater Greensboro and United Way of Greater High Point have teamed up with businesses throughout Guilford County to thank donors who gives \$120+ annually the Caring Club Card, which offers special discounts! Caring Club Card members can save hundreds of dollars on valuable services, food and entertainment. *Cards are mailed to donors directly by January.* For more information on the card, participating vendors, and how to become a vendor, visit: unitedwaygso.org/caring-club-card
- **Giveaway:** A Pledge of \$250+ enters donors for a chance to win one of three prizes. Winners selected at conclusion of campaign in June. For prize details and rules: unitedwaygso.org/giveaway

INCENTIVE IDEAS YOU CAN OFFER

- Pizza party or ice cream social after the campaign concludes
- Half or full PTO Day(s)
- Dress-down days
- Small Gifts:
 - Extra inventory (if you are a manufacturer or have vendors with supplies)
 - Gift cards
 - Special company branded swag or United Way branded apparel/gifts
- Larger ticket items:
 - Does someone have a lake or beach house they can offer for a weekend? Ask your senior leadership team, retirees or vendors!
 - Purchase iPads, TVs, other large items that may be appealing to your employees

No budget?

- We have a small inventory of giveaway items! Ask your United Way rep about what items we can provide.
- Ask local businesses to donate gift cards or products. Ask your United Way rep for a sample donation request letter that includes UWGGs tax information.

Yes budget!

- Order co-branded apparel or visit Unitedwaystore.com to find UW branded items you can order.
- Use your budget to purchase larger items like iPads, TVs, etc.

WINNER SELECTION CRITERIA

Provide incentives based on pledges received to generate increased participation! Depending on your prizes, you can offer the incentive to everyone who gives a certain amount or enter donors into a raffle/drawing for select prize. Selection ideas include:

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| ○ Anyone who gives a certain amount (ex. 1% of salary, \$120 for Caring Club or \$250 for UWGG giveaway to double chances) | ○ Anyone who increased by x% |
| ○ Anyone who gives within the first week | ○ New donors |
| | ○ Pizza party for department that reaches a certain goal |

Please note, while we would love it if every employee loved our mission and made a gift to United Way, we do not promote making people feel obligated to give. As such, we discourage incentives around reaching 100% participation. We instead ask for **100% awareness** - of the campaign, your incentives, but, most importantly, the impact their gift can have on the community through United Way and that every gift helps move neighbors toward stability and a stronger Greensboro.