Great FUNdraising Ideas for Your Campaign!

It's been proven...United Way Campaigns are fun when you incorporate fundraisers. If you want a campaign that has a boost of excitement and provides an opportunity for camaraderie for the employees of your organization, then fundraisers are for you.

Check it out...Have you ever thought that fundraising takes too much time or you don't have the resources to effectively organize a fundraising event? Think again! With Fundraising 101 anyone can incorporate fundraising into their campaign. This book has events that will fit your company and comfort level.

Ponder this... "What do I hope to accomplish through this event?"
- Build morale
- Create greater community understanding
- Increase volunteering
- Raise money

Go for the Gold!...Successful fundraisers have two things in common: good planning and wide participation. So member, you must publicize your event, because people can't participate in something they don't know about.

Are we having fun?...Fun is contagious! If you're having fun, everyone is going to have fun too! Here are some event ideas that are easy and fun. Choose one or several to enhance your campaign. And, remember...HAVE FUN!

Food Related

Bake Sale Have employees bring their favorite baked goods to sell, with the proceeds going to United Way. This may be set up using the honor system with prices on the products and a can for donations.

Blue Light Special Rallies Hold daily/weekly "Blue Light Special" rallies throughout your employee giving time. Have different division, departments, or project areas host each "special." Serve pastries and juice. Invite a speaker to talk about United Way's Impact areas. Schedule entertainment by a youth or elderly group. Organize prizes and games.

Cake Walk Place numbered pieces of paper on floor corresponding to the number of cakes or baked goodies in event. Play music like musical chairs and when music stops, draw a number from a jar and the person standing on that number wins their choice of goody.

Chili Cook-Off Contest Employees (or a team of employees) cook their favorite chili recipe and enter it into a cook-off contest. You can charge teams or employees to enter the contest. This activity can also add "spice" to a community Fair. A panel of chili experts selects the official chili Champion and employees pay a small amount to taste the chili. Talk to a local hotel representative about donating a weekend stay at their hotel for the winner.

Chocolate Kickoff Rally Excite those "sweet tooth's" when kicking off your campaign! Print gold paper candy bar wrappers with the employee-giving theme. Put the wrappers on chocolate bars and distribute at your kick-off.

Cook-Off You undoubtedly have a few amateur chefs on your staff who love to cook. Have a cook-off featuring the food of your choice—could be lasagna, pies, casseroles, chili, soup, cake, barbeque, cookies or candy, gingerbread house (a good one at Christmas time).
- Have your committee set up the rules of the cook-off being very specific about ingredients, amounts, time limits, etc.
- What qualities you are looking for along with judging criteria (hottest, spiciest, creative, healthiest, etc.)
- Each participant could pay an entry fee to compete (optional)
- Have all of the food prepared and completed by noon.
- Have all of the employees sample the food and vote for the best one. Provide ballots and a ballot box for voting.
- Award prizes to the winners and serve the food as a luncheon.
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- You could add other items such as carrot sticks, salad, relish trays, and drinks to complete the meal.
- Charge employees for the meal with the proceeds going toward your Special Event United Way campaign.

Craft and Bake Sale  Host a craft and bake sale to help employees get a start on holiday shopping.  This popular activity gives everyone a chance to share his or her hobbies and special talents.

Food Around the World  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.  Have a panel of "celebrity" judges award prizes.

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.

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 Greater Longview United Way.

Potluck Luncheon  Have employees bring a dish and then charge $3-$5 to eat lunch.  You may want to set a theme such as, Italian Food, Mexican Food, International, Vegetarian, etc.  Don't forget desserts!  You can also tie-in a chili-cook off and have judges identify the best, hottest and most unusual dish.

Potluck Salad Bar  Organize a healthy lunch for your staff.  Provide a signup sheet for employees to bring in pieces of the salad bar.  Items can include lettuces, fresh veggies, fruits, nuts and dressings.  Invite staff to go green by paying a small fee to build their own salad and enjoy the delicious salad bar.

Tailgate Party  Create a sports theme for your campaign to coincide with football season.  Back a truck in the employee lounge, lower the tailgate, and sell football fare:
- Hamburgers
- Hot dogs
- Chips
- Soft drinks
- Peanuts

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

Games/Contests

$$$ A Dollar an Inch Contest $$$  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 United Way.  Give prizes for the shortest tie, ugliest tie, etc.

Balloon Pop Game  Get prizes donated by area merchants, from movie tickets to lunches to certificates for free hamburgers, or other inexpensive prizes such as candy bars or suckers.  Place pieces of paper inside balloons with the prize name.  You may or may not want to have a prize in each balloon.  Sell balloon for the dollar amount of your choice (e.g. average is $3.00 to $5.00 each).

Bingo  Sell bingo cards to employees.  Get a local store to donate prizes for all winners.

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

**Children’s Drawing Contest**  Give employees "official photographs" of one or two top executives to take home for their children to draw. Or, have children draw what "helping others", "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). Display winning portraits as a part of the company's permanent art collection. A variation of this event: Employees submit photography, drawings, paintings, poetry or collages depicting people helping people.

**Executive Chair Race (or "Execu-Glide")**  Set up a relay course for executives to go through sitting on chairs or on tricycles. Use a stopwatch to time contestants, with the best time winning a prize. Observers wager $1.00 on their favorite contestant.

**Fear Factor**  Fear factor is a tried and true event that can be very effective. The basic rules of the game are:

- Invite some of your managers or supervisors to be a part of a contest.
- Place their pictures on money jars
- Ask your employees to put money in the jar of the person they would like to see hold a snake, eat a worm, hold a tarantula, eat a salad smoothie, pick worms out of an aquarium—Whatever yucky thing you can think of (within reason).
- The manager with the most money has to do the dastardly deed!
- If the manager/supervisor doesn’t want to do the deed, they can match the money in their jar and buy their way out.

**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 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!

**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 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 entry fee:

- $25.00 for twosomes of upper management
- $15.00 for twosomes of middle management
- $10.00 for twosomes of all other staff

Try a "Golfing in America" theme with each hole highlighting a different state/city (i.e. a hole-in-one in a Hawaiian volcano, a birdie in Boise, sand traps in Arizona!

**Office Olympics**  Office Olympics will test the skills of your office staff. This game will require your employees to do every day office tasks as a race with the winning team receiving a grand prize.

- Have your office sign-up for a team (or you can create the teams) making them as diverse in skills as possible. Make sure each team has a fun name.
- Create an obstacle course in the lunchroom, several offices, several floors of the office, or outside
- Each station will require a specific skill such as:
  - typing a memo accurately (deductions for typos!)
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- filing a stack of paperwork correctly (again, deductions for miss-files)
- a difficult photocopying task requiring two-sided, collated, stapled, or booklet printing.
- Create a spreadsheet with a specific set of instructions
- Make a telephone call to get specific information such as flight times, bus schedules, scores from yesterday’s baseball game
- Proof read a document circling all of the errors
- Print out a map from the internet for a specific location
- Make a pot of coffee in the break room

**Version 2:** Create teams through the office with each team paying a sign-up fee. Olympic teams will participate in events such as flying paper airplanes for longest distance, dress for success relay, shooting paper balls into wastebaskets, department darts, etc. Hold finals in a main area for all to see. Don't forget to award your Gold, Silver and Bronze medalists!

**Paper Airplane Flying Contest** Employee makes airplane by folding same size paper or they build at home and bring in to work. Set winner categories for plane that flies farthest, straightest, most loops and best decorated.

**Penny Wars**

**Version 1:** In a penny war, the value of a penny is a positive one point. All other coins have a negative value in the denomination of the coin. For example, a jar has 100 pennies and 2 quarters. The score for that jar is:

- +100 (penny points)
- -50 (less two quarters)
- +50 (total points)

- Invite some of your managers or supervisors to be a part of a contest.
- Place their pictures on money jars
- Ask your employees to put pennies in the jar of the person, department head, or team leader they would like to see win, and silver coins in the jar of the person they want to lose.

**Version 2:** Determine a prize for the Winning Team.

- The Department, Team, Group or Organization with the most positive points at the end of a time period wins! It can be a week, month or a time that coincides or ties in with another event.
- Each Department, Team, Group or Organization decorates their own container and have it completed by the date designated as the start of the contest. They then have a rally with their team to devise a strategy for winning.
- By placing pennies, paper money or checks in YOUR Department, Team, Group or Organization's container you EARN points.
- By placing all other forms of change or a check with a .25 cent ending (Example $10.25) in OTHER Department, Team, Group or Organization's containers, you DEDUCT their points.

- Points are awarded as follows:
  a. Pennies = +1 point
  b. Nickels = -5 points
  c. Dimes = -10 points
  d. Quarters = -25 points
  e. Dollar = +100 points
  f. Five = +500 points
  g. Ten = +1,000 points
  h. Twenty = +2,000 points
  i. Fifty = +5,000 points
  j. Hundred = +10,000 points

- At the end of the "War", tally the results using the points as noted above to determine the Winner!!
- Present the prize for the winning team!!! CELEBRATE!!
- Ultimately all proceeds go to Charity so bottom line EVERYONE is a Winner! :)

**Putt-Putt Golf Tournament** Create a miniature golf course around the office, plant, parking lot, etc. Draw greens, water traps, sand traps, etc. and place at different spots. Putt balls into glasses or cans placed on their side.
Scavenger Hunt  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 to be "discovered". Teams of four, their choice, pay a group entrance fee. If each team member has a different job title, present findings at the end of one hour. If a team arrives late, assess a penalty of 2 points per minute (or fraction thereof). Award winners with something special just for their team.

Variation:  A Scavenger Hunt requires some preparation and several people to help, but it is great fun and is a great way to get 100% participation. It can be confined to your office, or if approved, can be expanded to all over the city. Make sure you have approval before pursuing this special activity. It is a great opportunity to educate your employees about United Way. Divide your employees up into teams and give each team a fun name.

• Have your committee decide the scope of your hunt, i.e., confined to the office, confined to the city, etc.
• Write down all the rules of the game and review them with the group before the hunt starts.
• Place items in pre-selected locations in obvious view.
• Create clues for each team that forces them to figure out where the item is are located. You can make the places United Way partnering agencies which is a great way to educate your people on what United Way is all about.
• Ask each team to pay an entry fee (optional).
• The first team to retrieve all the items and return them to the office wins a prize.
• Come up with your own variations such as:
  • the team must correctly count all the money in a jar before they can move on to the next location
  • they must buy one can of food to be taken to the next location (can be the food bank) NOTE: Because of the nature of this activity, it can be dangerous if people drive or run too fast from location to location. MAKE SURE YOU MAKE ONE OF THE RULES—NO SPEEDING! Make sure they know they can be disqualified if they are caught exceeding the speed limits, especially in school zones, etc.

Working together is a great team builder. Have employees form teams to complete a hunt for different items; can be United Way related or based on your own company.

Spelling Bee  Hold a spelling bee contest, charging a $5.00 entry fee. Galley observers place $1.00 bets on their favorite participants. Present the winner with a special award.

Tug-of-War – employees vs. executive staff

Turkey Bowling  Set up a bowling alley in the parking lot or hallway. Get a small frozen turkey or cornish game hen or chicken to use as a ball (loser gets the used turkey). Set up 10 pins, e.g. soda liter bottles filled with water or sand. Use pins relative to size of ball. Score just like bowling or total pins knocked down by two rolls. Use as many or as few frames as you want. All contestants pay $1.00 - $3.00 a game.

Ugly Tie/Ugly Earring Contest  All contestants pay $5.00 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 $1.00 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.

Tricycle Races  Have some fun by having employees sign up on tricycle teams and ride large tricycles through a course in or out of the office. Fans can watch and cheer throughout the race which can be a relay where members pass a flag or item until the final team crosses the finish line!

Wii Challenge  You don't even have to leave the office for this one. Wii bowling, golf, and Mario Cart are a few of the favorites!
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Activities

**America's Funniest Office Video Party** Find an employee who can volunteer to bring in their video camera to take candid video footage around the office. 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 United Way campaign. If the video is a big hit, perhaps hold an opportunity drawing of a copy or sell duplicates. (It could make a great office holiday gift!)

**Auction Alert** Different departments donate lunches to auction every day for a week. Use your company's intercom system or other employee communication system, to temptingly auction the lunches. 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 the following week's items. Ask employees to donate items or services for the auction.

**Baby Baby who are you?**
- Ask your employees to bring a baby picture of themselves.
- Display the baby pictures in the break room or in a display case if you have one.
- Number each of the pictures.
- Create a voting ballot with the picture numbers and a line for each. Include the rules of the game and the potential prizes on the ballot.
- The voter will identify employee and record them on their ballot. Include a list of participating employees to match up.
- The voter will pay an entry fee for each ballot ($1 each, five votes for $4—or whatever you choose).
- You can vote as many times as you wish.
- The person who gets all the answers correct wins a prize.
- If there are multiple winners, the names will be drawn out of a hat for prizes.

**Baby Picture Match Game** Invite employees to try their luck matching baby and/or pet 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.

**Book & Video Sale (New or Used)** Employees donate their old books (paperbacks, hardbacks, children's books, cookbooks, books on tape), videos and music tapes, CD's, or DVD's for an employee sale. Sell paperbacks for $1.00, hardbacks for $2.00, and videos for up to $5.00. Have a company bring a book fair to your business; Employees can buy books and donate them back to United Way children’s programs.

**Calendar Guy/Girl** Have your employees pose in costumes
Suggestions:
- old west outlaw or saloon girls
- 30’s gangsters
- Dr. Seuss
- children’s clothes
- senior citizens clothes
- athletic uniforms
- Create a backdrop with an old sheet, blanket, tarp, or old cloth of some kind.
- Have someone (it’s great if you know an amateur photographer) with a digital camera take their pictures.
- Create a simple calendar using the pictures you’ve taken (most offices have software for this).
- Sell the calendar with the proceeds going toward your United Way Special Event.
- You can also have a “hunky guy or foxy lady” calendar with pictures of your employees.
- Just take regular pictures of “stars” in your office that had great achievements or awards. Use your imagination. The sky’s the limit!
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**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 photos of the employees and the boss washing their cars. **Variation - Executive Car Wash** Have managers or departments wash cars for $5.00 each. The department that washes the most cars wins.

**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 Greater Longview United Way.

**Community Fair**  GLUW agencies set up information booths at your work site. Have each employee carry a punch card as they visit each booth. Those that complete their punch card can be entered into a drawing.

**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 fishpond. Include entertainment and art displays from youth projects.

**Dunk Tank**  Set up a dunk tank with all of your dunk-able executives. Charge $3.00 for 3 balls and charge participants a fee to enter the contest.

**Employee Cookbook**  Collect and group recipes and helpful household hints into a customized cookbook. Ask employees to have their children create illustrations for the cookbook, including the cover.

**Employee Guessing Events/Trivia Questions**
- The company's grand total given to the community
- The per capita gift of the organization
- Community needs question ("How many homeless people live in our community")
- The amount of candy (Jelly Beans or M&Ms or other items in a jar
- Whose knees are these?
- Have an employee baby picture contest
- Guess whose pet belongs to which employee
- Guess middle names or unknown initials
- Play "Little Unknown Fact"  Get a little, unknown fact that nobody knows (and they are willing to tell). Type these words on a sheet of paper and list the facts 1-10 etc. Then add the names of those employees who gave you a "fact" below the list of "Little Unknown Facts". Participating employees have to pair the fact with the employee.

**Employee Opportunity Drawing**  Ask employees to contribute something special for an opportunity drawing 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 an opportunity drawing donation form. Those employees turning in pledge forms early receive three opportunity drawing tickets. Employees turning in pledge forms after the "early" date, but before the campaign's final event, receive one opportunity drawing ticket.

**Executive Fantasy Auction**  Executives at your company create "fantasy" packages, which employees can bid on a special auction:
- Cooking the winning bidder a special dish
- Singing at a wedding, party or special event
- Mowing the winner's lawn
- Babysitting the winner’s children
- Washing the winner’s car
- Washing the winner's windows

Packages include fishing trips, dinners or movie tickets. Executives also auction their special services.
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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 Greater Longview United Way.

Flashback Carnival  Invite employees to an old-fashioned carnival complete with cakewalks, bake sales, bubble blowing and $.50 hot dogs. Hold a hula-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 dunk-able executives. Charge $3.00 for three balls. Throw those pies at all your favorite executives.

Health and Giving Events  Each department in your organization hosts a special event that will raise money for the Greater Longview United Way and better the health of employees at the same time.
- Yoga Classes (10 lessons, once a week for $50.00 per person)
- Brown Bag Lunch Workshops put on by service providers on such topics as children, health, independence, families or leadership giving.
- Stress Reduction Classes
- Personal Trainer Consultations ($20.00 for one hour)

Charge a fee to attend the classes with all proceeds going to Greater Longview United Way.

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 form 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.

Variation: Executive Karaoke  Employees pay money for executives to get up and sign the song of their choice. Videotape the event and sell copies, as well.

Photo Challenge  Say Cheese! Employees sign up in teams and pay a registration fee to donate to United Way. Have a list of places and or actions that need to be photographed all in LIVE UNITED t-shirts! Most photos win. Another option is to have points assigned to each picture on the list; more difficult pictures, such as photo with a local celebrity, were worth more. The team with the highest points wins!

Picture with your pet  Have a special day where employees can bring their pets to work and have their picture taken with them. Or, have your boss pose with the employee’s pet. It could be a gold fish, pet rock, snake, gerbil, hamster, and of course the standard dog or cat. This activity will need to be approved by your CEO/manager.
- Animals can be dressed up for the occasion. You could gather some cute costumes ahead of time and have them available for the portrait. You might also provide some props like animal toys, etc.
- Provide a safe area for your set using a backdrop of a sheet, blanket, tarp or large piece of fabric. It could be set up outside if the weather permits.
- Use a digital camera and print them out on a color printer to save time and money. Each employee pays a fee to get the portrait. Make sure you charge enough to cover your expenses and still make a profit for your United Way Special Event.
- Ask the boss or manager if he/she would be willing to pose with the pet for the pictures

Rose Event  Ask local florists to donate roses or carnations that employees buy for $2.00 to send to fellow co-workers. As an added incentive, the organization matches each $2.00 donation. Try the same event with cookies, as a variation, with employees donating the cookies for the event. Interested employees pay $1.00 to send a cookie and a note to friends or co-workers in the organization just to say thanks.
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**Santa Letters** This event should begin by Thanksgiving. Create five or six letter templates of a letter from Santa to a child. Sell for $5 a letter, personalized to a child. Print letters on Santa paper. Send batch of stamped letters to North Pole for postmark and mailing. Kids (or any loved one) get a letter from Santa postmarked from the North Pole!

**Silent Auction** A silent auction is always a simple way to raise money and have a lot of fun too.
- Ask your employees to donate items to be sold at your silent auction.
- Suggest items:
  - baked item (cake, pie, cookies, lasagna, cinnamon rolls, banana or zucchini bread)
  - services such as clean your house, wash your windows, mow your lawn, clean your garage
  - hand crafted items such as quilts, pillows, bird house, wood working, jewelry, painting or art work, pottery, ceramics
  - items can be purchased such as gift certificate for a massage, gift card, tea set, CDs, DVDs, dolls
- Put items on display for a few days in a secure area
- Provide a bid sheet for each item with a full description (including limitations or exclusions) with lines for each bid. We suggest bids be in a minimum of $1 increments.
- Post the deadline for bidding and make sure someone is there to shut down the bidding. The time of the deadline should be announced at about 30 minutes prior with a page or email to everyone.
- Plan a luncheon or potluck and announce the winner after the meal.
- A variation on this idea is to have all bidding done by email in a kind of “e-bay” fashion. This will require the help of your IT department and could eliminate those who don’t have access to a computer, but it is REALLY fun if it works out for your company.

**Thank You Gram** This is a great way for your employees to raise money for United Way and also say thanks to a colleague for their hard work or friendship.
- Decide on a product you would like to sell such as flowers, candy, office supply baskets, coffee mugs with hot chocolate or instant coffee inside, bags of cookies or snack mix, balloon bouquets, etc.
- Recruit a committee of delivery people (can be your campaign committee)
- Put out an email or memo to all employees with an order form telling them that they can purchase a special thank you gift and have it delivered to their own special person in the office.
- Make sure you charge enough to make a profit which will be included in your Special Event money for your campaign, or ask if your company would like to donate the items as part of their United Way donation.
- Pick a special day and time to have your team deliver the gifts to the recipients.
- Attach a note with the gift explaining that this gift will also help provide funding for solutions to the Greater Longview area’s most pressing problems or a special message of your choice, including the name of the special person that purchased the gift.

**Ticket Giveaway/Gift Certificates** Give free tickets to movies, amusement parks and other attractions for pledge incentives. Give movie passes to every employee who meets the challenge of pledging a certain dollar amount increase. In addition, enter the names of all employees who turn in a signed pledge form during the first hour following the kick off into a special drawing. Get tickets to a fun, local destination 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.
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**White Elephant Sale**  Employees donate "white elephant" gifts that others can buy at affordable prices. This is especially popular at carnivals.

**Wine Drawing**  Offer employees a chance to win an assortment of specially selected wines from a number of different wineries. Sell tickets for $1.00 each or 6 for $5.00 (what a deal)! Display the wines in an employee common area to entice wine lovers.

**Everything Else:**

**Casual Day**  Sell casual day badges allowing employees purchasing them to dress casually on certain days. Employees purchase badges for $5.00 each. The badges carry an expiration date, depending on the amount donated. Designate certain casual days as "Casual Days" and encourage your employees to show their wild side:
- Tuesday - Stupid Hat Day
- Wednesday - Outrageous Socks Day
- Thursday - Sports Team Day

*As a variation - I Dress this Way for United Way*  Employees pay a fee to dress casual on a certain day, and wear a label that says, "I dress this way for United Way!"

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

**"Donate a Quilt" Drive**  Employees donate a quilt featuring a theme of giving to the community and being involved. Sell opportunity drawing tickets to interested employees.

**Parking Space**  Raffle a parking space for a month, quarter, or year, or sell a United Way Parking spot in a silent auction.

**Publicize well!!** Strong leadership sets the pace. Ask your leader to send a memo or e-mail emphasizing the importance of learning about the needs in the Greater Longview area.

**Vacation Day**  Many ECMs say this event easily guarantees almost 100% participation. Employee "buys" a vacation day. When an employee chooses to participate, their wages from a day's work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to Greater Longview United Way. Everyone wins through the implementation of this activity. The company achieves high participation, the employees get a vacation day, and the Greater Longview area is helped.

*Note:* This may not be an incentive that is approved in your company. Please check with your Human Resources Department or with your supervisor for authorization before implementing this activity.

**Humorous or Informative Payroll Stuffers**
- Donuts with a sign that says "DOUGHNIT" Make sense to give to the United Way
- Pennies with a note that says, "It Makes Cents to Give to United Way."
- A candle with a note that says, "You Can Light Up a Life".
- Or, a roll of Lifesavers candy with the note that says, "Be a Lifesaver: Give to United Way".
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Theme Ideas
- There's No Place Like Home
- United in Sharing
- Our Team Works
- Giving Isn't Expensive: It's Priceless
- Embrace Your Community: Giving Works
- People Making a Difference
- Giving Here Helps Here
- Have a Heart: Give a Hand
- Hearts and Hands Together
- It Starts with One, It Starts With You
- United Way Begins with U
- Doing It the United Way
- You Can Make a Difference
- Leading the Way, the United Way
- For those larger organizations who run longer campaigns, try a different theme per week with a different fundraiser
- **Score Big with United Way:**

  **Food:** Sausages, Hot Dogs, Hot Cocoa, Burgers, Cotton Candy, Nachos, Popcorn
  **Games:** Football Toss; Team cheers contest about United Way; Half-time show: educate about United Way; Table top football tournament
  **Promotional Items:** Pom poms, Megaphones, Foam fingers, Miniature footballs, Seat cushions, Stadium cups

**Sports Themes** Choose your favorite sport and design your campaign around it. For example use a baseball theme:
- Divide your employees or departments up by Major League baseball teams—Yankees, Red Socks, Rockies, Cardinals, Padres, etc.
- Use baseball terminology such as innings, strikes, double play, etc. to describe the activities
- Teams can compete against each other by the amount of their pledges (this requires some careful thought when forming the teams)
- Award prizes to the winners such as tickets to baseball games. You could ask your company to purchase the tickets as part of their United Way contribution. You could also get tickets to a Rangers baseball game or to the Skybox and include a night or weekend stay in Arlington depending on your budget for Special Events.
- You can use the same idea with football, hockey, golf, bowling, etc.
- **Western/Cowboy Theme**

  **Food:** Chili, BBQ, Burgers, Baked Beans, Cobbler, Tex-Mex Food, S'mores
  **Games:** Roping an officer chair or CEO; Bean bag toss into cowboy hat; Horseshoes
  **Promotional Items:** Bandanas, Hats, Sheriff Stars, Water guns, Cow Bells, Cactus, Piñatas

**Ways to Encourage Participation**

**Coco the Gorilla** As an incentive for the department that wins the highest per capita giving award or raises the most money at a particular fundraiser, they will get to keep Coco the Gorilla, or any large stuffed animal you would like to represent your company or industry, until next year's campaign.

**Drawing** If you give at a certain level (or just for participating), your name goes into a drawing to be held at the discretion of the coordinator. Solicit vendors or local merchants to donate prizes. Suggested prizes include movie tickets, gift certificates, gasoline cards, and dinners. When you reach your goal, management agrees to serve breakfast or lunch.

**Take a Day Off** If employees meet a goal, designate that a certain amount goes into a drawing for a day off with pay. Or, have your CEO take your job for a day, kiss pig, shave his head or cut her hair, etc.

**Add a Year Round Fundraising Event**
- Recycling
- Valentine's Day - Candy, Flowers or Jewelry Sales
- Mothers Day - Candy, Flowers or Jewelry Sales
- 4th of July - Flag Sales
- Hula Hoop Contest
- Chili Cook-Off
Great FUNdraising Ideas for Your Campaign!

**Low Budget but Fun Ideas**

**Email Bingo/Trivia** Send out daily Bingo letters/numbers/words or trivia questions for employees to answer. First one to Bingo wins a prize or all the correct answers are entered into a daily drawing.

**Designate the Best Parking Space** in the parking lot as the United Way Space. Names of givers are entered into a drawing to win that space. That employee could park there for a week/month/two weeks, whatever they want. They could draw for one a month for a whole year.

**Have a "Bike to Work" Day** (which could include motorcycles) and everyone who bikes to work and gives to UW gets a special lunch with the CEO/Manager/President of the company.

**Jersey Day** Allow employees to buy a jersey pass to support their favorite team on a specified day.

**Sleep In Day** Givers can get in a drawing to win a Sleep in day or receive a forgiveness pass that can be issued. You will be allowed to show up to work up to one hour late without pay being docked. Or, you could be allowed to leave work one hour early.

**Treasure Hunt** Prepare United Way messages on small strips of paper and attach them to give away items (pens, pins, etc.). Hide the items all over the building (places where everyone goes like bathrooms, break room, cafeteria, lobby, etc.) When that item is returned to the Coordinator (or designated person) you receive a candy bar or your name is placed in a drawing for a prize. You would need to prepare posters letting everyone know or email blasts.

**Loyal Donor Wall of Fame** Create a wall of fame with pictures of employees with years they have given

**LIVE UNITED Stories** Contact your campaign executive to receive stories for your newsletters, email blasts, and communications about lives that have been impacted, how people in our community are living united more and more.

**TOP TEN REASONS TO TRY GIVING**

1. Giving makes life better!
2. It makes you feel good from head to toe.
3. Helping others is pretty much the coolest thing you could ever do!
4. 100% of your gift to the Greater Longview United Way annual fund makes a difference in this community.
5. There’s a money back guarantee if you give to the Annual Fund.
6. It’s easy as pie. You can give in a variety of ways, including payroll deduction, check credit card and stocks!
7. Giving makes our community a better and brighter place to live.
8. It’s better than NOT GIVING.
10. Young or old, giving is for everyone.

**Other Ideas?**