

**DRIVING  
THE DREAM**  
*Out of Poverty*



of the Mid-South

# **FUNDRAISING** Ideas

# AWARENESS

## ▶ APPRECIATION/ COMPLIMENT GRAMS

Design notes of thanks or congratulations for co-workers to buy and send to each other.

## ▶ GUESS THE BABY PICTURE

Employees bring their baby 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 baby pictures. The employee with the highest number of correct matches wins a prize.

## ▶ BINGO

Purchase Bingo cards and distribute 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.

## ▶ DRESS DOWN DAY

Employees pay to not wear "normal" work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact your Campaign Representatives for stickers that look something like this and distribute to participating employees.



## ▶ PENNY WARS

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or "green" into the jars of other departments. Pennies count as positive while quarters and "green" are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

## ▶ AVANT-GARDE ATTIRE

Employees pay to dress in their most dramatic garb to ignite creativity for the day.

## ▶ CHANGE BANDIT

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

## ▶ ENTERTAINMENT DRIVE

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

## ▶ SMELL THE ROSES

Have a local florist donate flowers or purchase flowers en masse. Employees buy flowers or arrangements to send to co-workers or for personal use.

## ▶ 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 timeframe.

## ▶ WHITE ELEPHANT SALE

Employees donate odd items for the sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a timeframe for which objects must stay in that location.

## ▶ BALLOON GRAMS

Sell balloons with notes of recognition inside and deliver to co-workers.

## ▶ CHARGE LATE FEES

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

## ▶ SPELLING BEE

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

## ▶ 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.

## ▶ MASSAGE THERAPIST

A therapist, preferably one who will donate time, visits the workplace and employees sign up for timeslots. Employees pay for a massage, with proceeds benefiting United Way.

## ▶ BUY A BOA

Purchase brightly colored feather boas for employees to buy. The purchaser chooses a person to wear the boa for the day. In order to get rid of the boa, the wearer must pay to pick another employee to wear the boa. The boa must be worn at least 10 minutes prior to choosing another lucky boa wearer.

# FOOD & FESTIVITIES

## ▶ BAKE SALE

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

## ▶ 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 employees to build their own sundaes.

## ▶ ETHNIC FOOD FESTIVAL

Ask employees to bring dishes symbolic of their heritage or recipes "handed down" from family members along with interesting facts about their heritage. Another option is to have various departments sponsor a lunch representing a specific ethnicity.

## ▶ ICE CREAM CART

On a hot day, visit employee cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks. Donate proceeds to United Way.

## ▶ PEANUTS, GET YOUR PEANUTS!

Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments (ketchup, mustard, relish, onion.) Visit cubicles and sell items. This is a great way to kick-off any sports season.

## ▶ 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.

## ▶ TAILGATE PARTY

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

## ▶ WALKING TACO SALE

Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

## ▶ 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. Remember to supply cheese, sour cream, crackers, TUMS, etc.

## ▶ 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.

## ▶ LUNCH BOX AUCTION

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever.

## ▶ NACHO/PRETZEL SALE

Sell large plates of nachos and/or soft pretzels with cheese and jalapeno peppers. Donate proceeds to United Way.

## ▶ ROOT BEER FLOAT SALE

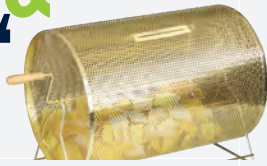
Buy necessary ingredients for employees to make their own root beer floats. Floats made and served by executives can be a fun treat!

## ▶ SOUP LINE

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl.)



# AUCTION & "RAFFLE"



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

**MYSTERY PUMPKINS**  
Buy miniature or regular pumpkins for employees to purchase. Write numbers on the bottom of each pumpkin. Draw numbers for prizes corresponding to the numbers on the pumpkins. Pumpkins can be taken home and carved for a later Pumpkin Carving contest.

**INFORMATIVE MEETING INCENTIVES**  
Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation. Offer donuts, coffee or "raffle" tickets to attendees.

**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. All proceeds go to United Way.

**EXTRA DAY VACATION**  
Raffle/auction off a day or 1/2 day of vacation.

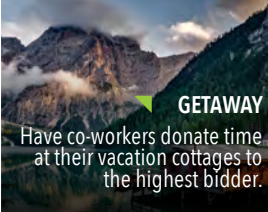
**EXECUTIVE CHEF**  
Auction off dinner for two or more at the home of an executive.

**FRONT ROW PARKING**  
Raffle front row parking spots for a year, or during the winter months.

**PAID PARKING**  
Raffle/auction off a year's worth of free parking.

**LUNCH WITH CEO**  
Auction or "raffle" off lunch with the CEO - CEO's treat!

**EXECUTIVE LAWN ORNAMENT**  
Managers or executives donate time to do yard work at the homes of employees who bid for their services.



**GETAWAY**  
Have co-workers donate time at their vacation cottages to the highest bidder.

# ENGAGING MANAGEMENT

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

**EXECUTIVE BUTLER OR MAID**  
Executives donate an hour to serve lunch to employees. Have employees pay to enter.

**HAPPY HOLIDAYS TO YOUR CLIENTS**  
Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

**THANK YOU DRAWING**  
Collect a variety of gifts - either donated, purchased, or intangible goods like free vacation days, lunch with CEO or one year of front-row parking. To encourage employees to pledge, every contributor to United Way is entered into a drawing.

**PLEDGING PARTICIPATION**  
The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.

**DOLLAR-AN-INCH CONTEST**  
Executives participate in an all-day competition to end the day with the shortest tie. Don't forget the ladies! They can wear a tie too. Employees cut off an inch of their favorite executive's tie each time they give to the community. Prizes go to the shortest tie, the ugliest tie, etc.

**JAIL**  
Construct and decorate a jail made of cardboard. Managers are sentenced to the office jail for a determined amount of time or until they raise a set amount of bail money.

**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.

**EXECUTIVE DUNK TANK**  
Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the "dunk" button. Participants pay extra to add a bag of ice to the dunk tank water.

**PARTICIPATION GOALS**  
Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, jeans day, time off, etc.)

**'AMERICAN IDOL' CONTEST**  
Employees donate to vote for the management singing group of their choice. The duo or group that attracts the most votes will sing a song in front of an audience.



# THEMES

**1960S (OR OTHER ERA)**  
Dress up in "60s" garb. Sell headbands, smiley face pins, tie-dyed shirts.

**AN HOUR OF POWER**  
Use a stopwatch as a thermometer. Publicize what services are provided from a one-hour's pay donation.

**BEACH BASH**  
Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "beach wear" and then vote on the best one. Award prizes for the best outfits.

**THE BIG SHOT**  
As a variation on the standard thermometer graph to monitor progress use a hypodermic-needle design. Great for healthcare organizations.

**UNITED WE STAND... UNITED WE GIVE**  
Use an All-American theme complete with apple pie tosses, picnics and red, white and blue!

**HAWAIIAN THEME**  
Each person turning in a pledge card gets a plastic lei. At campaign's end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

**MARDI GRAS**  
Everyone loves a party, so why not model your campaign after the biggest party in the world - Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Cajun potluck.

**RAISIN' MONEY**  
Use the California Raisins as a thermometer theme. Pass out boxes of raisins to people as they turn in pledge cards.

**COOKIE CAPER**  
Each pledge card is passed out with a cookie and the slogan "United Way Cookie Caper - Help us bring in the dough."

**WILD WEST**  
Employees dress in Western clothes. Use a cactus as your thermometer.



# INCENTIVES

- Complimentary hotel stay and/or airline tickets
- Around-the-world dining - pack of restaurant gift certificates of different cuisines
- Call in "well" day or "sleep in late" coupon
- Car started & windows scraped every snow day in January
- Car washed by boss or co-worker
- Casual day
- Company promotional items
- Computers - new or gently used
- "Flee @ 3" coupon
- Free babysitting
- Free meal or dessert from the employee cafeteria
- Free oil change
- Gift certificates
- Golf with the boss
- Lottery tickets
- Lunch with your manager - his/her treat!
- Tickets to local sporting events or movie passes
- Open soda and candy machines
- Pizza party
- Play or concert tickets
- Use of company car and/or reserved prime parking spaces
- Vacation day



of the Mid-South

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