

# Fundraising Ideas

United Way Campaign

# FUNDRAISING

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# General Workplace Special Events

All of the following events are designed to do one or more of four things; raise funds, raise awareness, do both, and especially, create some fun in your workplace.

## Themes

**Carnival and Talent Show:** Hold a carnival and talent show to kick off your United Way campaign. As a part of the program, have a group of executives perform songs, with written lyrics to fit United Way. An executive dunking booth is part of the carnival games, giving employees the chance to dunk their favorite executive. Employees can participate in traditional carnival games such as the egg/spoon race, ring toss and duck races. The finale event is the Mr. or Mrs. United Way Pageant where divisions nominate a contestant to compete in the pageant. Each pageant contestant must educate the audience about one United Way grantee during the talent competition and the audience votes by placing money in large water jugs.

**Battle of the Sexes:** It's the men against the women in the company to see which one gets the highest percent participation. At the kick-off meeting, have a short game show in which 2 men and 2 women "volunteer" to be contestants. (Because women are from Venus and men are from Mars, the teams could be called the Venetians and the Martians.) Women have to answer questions about topics that men know a lot about, and vice versa. Example: One man can be asked the name of a product used to slough dead skin cells off the face (exfoliate) and a woman can be asked what was the "house of Ruth" (Yankee Stadium, made famous by Babe Ruth). Have fun with the theme by creating United Way space posters have flying saucers on them, and for employees who turn in their pledge forms the day of the kick-off event, each one gets a little flying saucer that lights up. This is a great way to get all employee participation in your campaign!

**On a Clear Day:** Company executives and committee members wash every car's windows in the parking lot and attach a balloon with a flier explaining that they want everyone to have a "clear" picture of what United Way does for the community.

**Put Your Best Food Forward:** Employees are asked to wear a crazy pair of shoes and enjoy a wild and crazy lunch. Menu to feature FOOT-long hot dogs, SHOESTRING potatoes, CORN chips, ARCHway cookies, and SOFT SHOE drinks. What better music to accompany the event than "sole" music - "Blue Suede Shoes", "These Boots are Made for Walking", etc. Thank you cards to employees can be tied with a shoelace, and read "Thanks for helping us tie-up our United Way drive by putting yourself in the 'shoes' of those less fortunate than ourselves."



**Tune into the Community:** Music is a great way to get everyone moving to the United Way beat. Hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musicians. Sell employees' old CDs. Hold a musical talent show. Organize a sock hop. Raffle off stereos or CDs.

**United Way Goes Hollywood:** Use a series of colorful, creative and humorous posters to publicize the campaign. Hold a bake sale with slogans like "The Pies of Laura Mars" and "Romancing the Scones". Hold a bowling party with slogans like "Bowl Durham" or "Honey, I Struck the Pins."

**Be an Everyday Superhero:** Employees dress as heroes: Batman, Superman, Spiderman, etc. Serve hero (sub) sandwiches.

**Be a lifesaver:** Have some fun, beach style! Sand, sunglasses, beach balls and The Beach Boys music make your office feel like you are on the beach. Employees who donate are awarded life preserver vests to wear at the next meeting and lifesaver candies in their offices.

**Bon Voyage:** With a traveling theme, you can host a “bon voyage” party as a victory celebration. Everyone who gives through United Way gets a “passport” to get into the party. Top contributors will be put into a drawing to win a prize, possibly donated from a travel agency or cruise line.

**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 a prize for the employees who can decode the messages.

**Back to School/Food Drive:** Relive the glory years of school (without all the homework). Collect school supplies/food for a United Way agency. Hold a spelling bee or e-mail United Way pop quizzes to employees with winners receiving a prize. Give away customized lunchboxes. Have employees kid’s help in the decoration of flyers and custom printed materials.

**Exotic Locales:** Whether you transform your campaign into a Hawaiian luau, African safari or the Australian outback, employees are sure to have a wild time. Encourage staff and volunteers to dress the part of the chosen location. Host a lunch with theme-related food. Organize a scavenger hunt or hula-hoop contest.

**Historical Eras:** Go back in time to the Wild West, Psychedelic Sixties, Roaring Twenties or Renaissance. Have staff dress up in clothing from your chosen era and decorate your office. Transform an office into a jail cell, round up executives who have to post “bail “for their release.

**Lights!Camera!Action!:** Have employees dress up as their favorite characters from movies or TV shows. Act out a plot that involves United Way. Incorporate movie plots or famous lines into flyers and e-mails. Raffle off movie tickets and video gift certificates.

**A Way With Words:** "A Soft Drink a Day to the United Way" theme gave employees perspective as to what they could be contributing without giving up a great deal.

**"Let's Give Hour Share”:** theme was reflected in posters and mini hour glasses worn by solicitors representing their department’s goal.

**Truly Unique:** A chemical company used the theme "(company name) People Light the Way." At kickoff, each employee received and lighted a candle to symbolize the importance of their participation in making the campaign a success.



## Contests and Competitions

**United Way Trivia:** A United Way agency is featured each day for a week in a well-traveled area. With the display, a question about the agency is posted. Employees who turn in ballots with the correct answers are entered in a drawing.

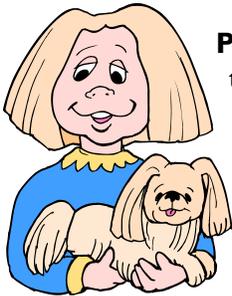
**'American Idol' Contest:** Employees can conduct a contest, based on the hit TV show American Idol. Employees make a donation to vote for the management-singing group of their choice. The duo or group that attracts the most will sing a song of their choice in front of an audience.

**Baby/Pet Picture Match Game:** Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Charge employees to vote and award a fun prize to the entrant with the most right answers.

**Trivial Pursuit/Chess/Scrabble Contest:** Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

**Whose Legs Are Those?:** Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Encourage employees to pay a small fee (\$1) to guess whose legs belong to which co-workers.

**United Way Jingle Contest:** Employees write jingles for United Way. There is \$5 entry fee and voting fee for the best jingles.



**Puppy Love:** Ever hear that a lot of pets look like their owners and vice-versa? Test this theory by having employees pay for a chance to try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most right answers and maybe provide gift certificates to a pet store for the owners who look the most like their pets!

**Bowl-a-Thon:** Employees pay a fee to participate in the event. Have the team do costume contest. Encourage departmental challenges.

**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" means to them. Or, what another theme means to them. Contest is limited to children under 12 who are related to any employee. Employees vote for the best drawing by paying \$1 per vote. Give prizes for all participants. Display winning portraits as part of the organization's permanent art collection. A variation of this event is employees submit photography, drawings, paintings, poetry or collages depicting people helping people.

**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 in the jar.

**Laugh Olympics:** Employees complete in crazy "athletic" events for silly prizes. Participants donate a \$5 00 fee to enter. Observers wager bets on their favorite entrants.

**Volunteer Day:** Employees who give at or above a certain level are rewarded with eight hours they can use volunteering in the community any way they wish.

**Spelling Bee:** Organize a spelling bee with participants paying an entry fee. Have other employees pay to place bets on the winner. Award the winners with a special incentive.

**Coin War:** Set up large, empty bottles for each department or floor in the cafeteria. Have employees drop their spare change into the bottle. Coins are positive, while paper money is negative. Employees can sabotage other bottles by dropping paper money into them. The department with the most money in their bottle wins, with the money going to United Way.

**Team Weight Loss:** Develop teams (4-10 people) of employees willing to lose pounds for profits. Each team member pays a fee to enter the competition. At the start date, all team members' weight-in and record their starting weight. Pick an ending date for the final weight-in. The team that together loses the most pounds wins a prize for all team members.

**Baby Pool:** Have employees pay a \$2 fee to guess the day, weight and sex of a baby due and the closest correct guess win half the pool with the campaign getting the other half.



**Kiss The Pig:** Get your CEO and top management to participate in this great fundraiser. Place a picture of each on a container. Employees will determine who will kiss the pig by placing votes and \$2 in the container of choice. Employees can vote as often as they want. Votes are counted and the one with the most gets to pucker up for the pig.

**Team Chia Pet Contest:** Employees divide into teams. Each team is given a Chia Pet, which they care for. The Chia's hair may be cut, primped and styles. Prizes awarded for: fullest growth, longest single sprout, and most original.

**Tennis Ball Racing:** This is a different twist to "duck racing". Obtain tennis balls and write consecutive numbers on them with matching numbered cards. Sell the balls and have participant's fill-in the cards. Find a hilly area; build a "funnel" at the end of the hill. On "race day", put the balls in a large scoop such as front-end loader; drop them and the first ball that gets to the bottom wins. You can have 2<sup>nd</sup> and 3<sup>rd</sup> (or more) prizes.

**The Hang of It:** Mobiles with agency names on them were hung in the cafeteria. Five employees called at random each day won a free cup of coffee or soft drink if they could identify the "Agency of the Day."

**Campaign Race:** A chart featured horses representing teams and the winners were treated to a free breakfast.

**United Way Day:** Have a drawing where everyone who donates has a chance to win "A United Way Day" to be used as a "free day" off from work.

## ***It's All About Appearance***

**Casual Day:** Sell Casual Day stickers (available from your United Way office or can be ordered from the National United Way office) allowing employees purchasing them to dress casually on certain days (usually Fridays). Employees purchase stickers for \$2.00 to \$5.00 each. As well, designate certain casual days as “Crazy Days” and encourage your employees to show their wild side clothing.

**Best Shoes Contest:** Line up senior management and/or other employees for some unique mug shots -- shoes only. Hold a contest before your campaign kicks off to see if employees can figure out who's who, then have them vote for the “Best Shoes” at the company kickoff.

**Crazy Tie Day:** The committee rounds up ugly ties at garage sales and secondhand stores. Employees pay \$1 to wear the ties that day, with proceeds going to United Way.



**Sock Hop:** Invite employees to kickoff—“Fifties Style.” Give prizes for most authentic dress. Hang posters that tell what “fifty cents more per week can do for our community.”

**Academy Awards Night:** Have employees dress as their favorite celebrities. Create video movie “skits” using your favorite movies with a United Way twist.

**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 the community. Give prizes for the shortest tie, the ugliest tie, etc.

**Ugly Tie or Ugly Earring Contest:** Contestants pay \$5.00 to enter the most awful earrings or ugly ties they own (or can make or borrow). 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 Polaroid/digital camera and charge for photos taken of employees with their favorite contestants.

**Shave the Boss:** Have the CEO challenge his staff, “if we make our goal, you can shave my head!” and bring an antique barber chair into the office. Employees take turns shaving his head as customers look on. An alternative could be to shave off his mustache or beard.

**A Colorful Event:** Encourage everyone to wear red on a specified day. Have a designated “red spotter” awarding prizes and/or penalties. Tie into a raffle for those wearing red and have a red prize.

**Who knows the nose?:** Take a side picture of employees' noses, post the pictures and employees pay to guess who's nose is who's for prizes.

**Costumed Characters:** Invite a costumed character i.e. "Mr. Money Bags", "The Do-Good Bunny", or other ideas you might have to your presentation. This character could also do your "thank you" campaign.

## Crazy Games

**United Way Pursuit:** Based on Trivial Pursuit, this can be modified for either format. As a stand-alone, companies feature information on different United Way agencies / services on bulletin boards or in other prominent locations. Employees called at random are asked a question about information posted that day or week. If they answer correctly, they win a small prize. As a part of an event, teams who have studied the literature can be set up for a match to see who knows the most. Questions should be formulated based on questions most likely to be raised by contributors during the campaign. Or design a game board on the floor. Players walk from square to square trying to fill up their pie with tokens by correctly answering questions. Pie wedges can be traded for prizes of the same color. Use your imagination to create a version that suits your company.

**Scavenger Hunt:** Adaptation of another familiar game. This is always fun. Ask participants to look for items beginning with the letters U-N-I-T-E-D W-A-Y. Provide prizes.

**Balloon Pop:** Employees donate prizes for this event, which is a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay \$1.00 to buy a balloon and pop it to find out what prize they won.

**Bingo:** Sell bingo cards for employees to purchase. Have management call bingo numbers. Get a local store to donate prizes for all winners.

**Casino Night:** What are the ingredients for a successful Casino Night. A few blackjack tables, bingo game, a beanbag toss, a bushel of sandwiches and soda. Invite employees and their families. Local businesses can donate prizes for winners.

**Flashback Carnival:** Invite employees to an old-fashioned carnival, complete with cakewalks; bake sale, bubble blowing and 50 cent hot dogs. Hold a hoola-hoop contest to really give it that flashback flavor and charge participants a fee to enter the contest. Set up dunk tank with all your favorite “dunkable” executives. Charge \$3.00 for three balls.



**Karaoke Party:** This has the potential for being BIG fund-raiser 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, bags, and other costume items available to dress up in. Pass that hat at the party for even more pledges. 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 the copies.

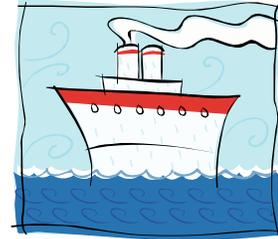
**Get out of Jail For a Fee:** Give employees the opportunity to send other staff members to “jail” during their lunch hour or coffee break (or both). Have someone on the campaign team act as warrant officer. The person having someone arrested will go to the warrant officer and purchase a warrant for the arrest of a coworker at a cost of \$2. The warrant officer then advises the prisoner-to-be that there is a warrant for their arrest. The individual may then pay bail to avoid jail time (\$2). If three people purchase a warrant for the same person, the prisoner will have to pay bail three times to stay out of jail (\$6 in this case).

## ***Bringing in Some Change***

**Book, Music and Video Sale:** Have employees donate old books, CDs and videos for a company or department wide sale, with proceeds earmarked for United Way.

**Employee Raffle:** Ask employees to contribute something special for a raffle prize. Homemade pies. Lunch with a co-worker. Weekend stay at a vacation cabin or condo. Prizes donated by vendors. Employees make contributions using a raffle donation form. Those employees turning in pledge forms early, receive three raffle tickets. Employees turning in pledge forms after the “early” date, but before the campaign’s final event, receive one raffle ticket.

**Cruise for Donors:** Organize a local cruise for a fundraising event/dinner dance. Use a nautical/pirate theme for decorations and invitations.



**Executive Fantasy Auction:** Executives at your organization create “fantasy” packages, which employees can bid on at a special auction; 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, baby-sitting the winner’s children, washing the winner’s car, washing the winners windows.

**Coupon Books:** 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, such as coffee coupon breaks.

**Rose Event:** Local florists donate roses or carnations that employees buy for \$2.00 to send to fellow coworkers. 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 to the event. Sell the cookies for \$1.00 to send to friends or co-workers in the organization just to say thanks

**Quilts, Quilts, Quilts:** Employees donate a quilt featuring a theme of giving to the community and being involved. Sell raffle tickets.

**White Elephant Sale:** Employees donate unique “white elephant” gifts that others can buy at affordable prices.

**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. 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.

**Vacation Day:** Employees “buy” a vacation day when an employee chooses to participate, their wages from the day’s work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the community. Win-win situation: the organization achieves high participation, the employees get a vacation day, and the community is helped.



**Greeting Card Sales:** Have your Creative Department design various greeting cards (Congratulations, Birthday, Thank you, Anniversary, and personalized) and sell them with proceeds benefiting United Way. Have a contest between different departments to see which can sell the most! Give prizes on Kickoff Day.

**Paycheck “Pocket Change”:** For a period of time, employees donate any change above an even dollar from their paychecks.

**Good Clean Fun:** Arrange to have the CEO or top executives wash cars. Schedule the car wash over lunch hours to maximize employee participation. Hold the car wash in the company parking lot where employees can have their cars washed by company executives at a charge of approximately \$3 to \$5. Advertise well in advance with posters and memos.

**The Ups and Downs of Having Fun:** Get management’s approval to charge a toll for all those using the company’s elevator on a particular day, Have an employee collect a toll from every patron using the elevator. Give each toll payer a United Way sticker/pin to wear to avoid being charged on his/her return trip up or down.

**Garage Sale:** Send an email to all employees asking them to donate some of their gently used articles. Then set up a booth during your campaign and give co-workers the chance to purchase these items. After all, one man’s junk is another’s treasure. An interesting twist; At one United Way, employees brought in their used articles and the organizers created little stories about each item and auctioned them off. For example, they claimed that an old Hawaiian shirt was once owned by Elvis. The little stories helped make it more fun and profitable.

**Quarter 50/50 Draw:** Stick double-sided tape to the floor in a high traffic area. Have volunteers encourage passer-bys to stick Quarter to the tape. Award each participant with a draw ticket for each Quarter or 2 they place on the tape. At the end of the day, draw a winner. Then award 50% of the Quarters to the winner and donate the remainder to the United Way campaign.



**Quarter Toss:** Get a small wading pool filled with water. Place a dinner plate in the center. The object of this game is to toss a Quarter into a cup to win a prize. The difficulty level can be adjusted by increasing/decreasing the distance between the plate and the Quarter tosser.

**Auction Off A Friend:** Ask a friend if they would be willing to auction off their services. Employees buy raffle tickets for a chance to win those services.

**Theme Baskets:** Each department sponsors a theme basket (golf, chocolate, day of pampering, etc.) by purchasing products to fill it up. The baskets are then auctioned off via live or silent auction.

**Free Parking:** A local company provided a one-year preferred parking space as a prize in a raffle for all contributors.

**Valet Parking:** Have the CEO or top manager provide valet parking during the winter months for one week as a drawing for your United Way campaign. The employee drives up to your building and doesn’t have to walk through the snow!

## **Informational**



**Agency Tours:** United Way coordinates Agency Tours and the Number One event to raise awareness is Agency Tours. They are one of the most effective and impacting things you can do in your United Way campaign. Employees see firsthand how their contributions are working and renew their enthusiasm for the upcoming campaign. Call United Way to schedule your tour – 752-7266.

**Blue Light Special Raffles:** Hold daily/weekly “Blue Light Special” rallies throughout your employee giving time. Different divisions, departments, or project areas host each “Special”. Serve pastries and juice. A non-profit representative speaks about community services which your employees support and in which they have interest.

**Top Ten:** Have a contest among employees to name the top ten reasons for giving to United Way. Publish the winner’s reasons in your next company newsletter or post on the bulletin board.

**Develop an Employee Committee:** Bring together a few key employees and solicit their ideas about how you can develop a unique and successful campaign....use their ideas.

**Instant Information:** An insurance company and a transportation company provided staff to answer a telephone "Hotline" to answer questions about United Way and the campaign.

**Company Newsletters:** Publish United Way information in your company newsletter...be sure to put campaign results as well as thanks and congratulations for a great campaign in this means of communications.

## Other Fun Event Ideas

**Comedy Hour:** Ask a local comedian or improv group to donate their services over the lunch hour. Have employees buy tickets to attend.

**Tupperware® Fund Raising:** Find a Tupperware representative and organize a party at your workplace with 15%-25% of sales going towards your campaign.

**Strike Up the Band!** Dixieland and high school marching bands jazzed up employee rallies for a beverage company. Original tunes were written for campaign kickoffs by employers.

**United Way Gifts:** Give out United Way pins, name badge stick-ons, balloons, hard hat stickers, etc to United Way donors-say thank you!

**Goal Signs!** Clever ways to track campaign progress: "Pledge Man" Goal Chart - close resemblances to Pac Man intended by a manufacturing company. "Pledge Man" ate his way up the chart each day.

**Decorate:** Use United Way signs, banners, placards, balloons or streamer to decorate your business or the room where your United Way presentation will take place.

**Let Employees Know it's a Different Day:** The day the United Way campaign is conducted let your staff know they are special...advertise to the public that your business and its employees support United Way. Use the PMT's in your local advertising (provided in your folder); mention your support in your radio or television advertising.

**Thank You Is Important:** Be sure you conduct a "thank you" campaign...employees need to be told they did a great job and that the campaign was successful no matter how much money you raised!



# Food Related Events

**Barbecue:** Advertise well in advance what you will be serving at the barbecue. Have your tickets on sale a week ahead of time so you will have an idea of how many steaks or hamburgers/hotdogs you'll need. You should be able to purchase your meat/buns at a reduced cost based on volume. Visit a wholesale distributor to negotiate a donation of supplies (plastic plates, utensils, etc.). If you are serving a large number of people, have at least 4 to 5 gas barbecues. Encourage top executives to cook. Provide chefs with United Way aprons and a chef hat.

**Bake Sale:** Arrange for employees to donate baked goods. Advertise well in advance with posters, memos and bulletins. Have volunteer employees available to help set up, serve and clean up afterwards.



**Pancake Breakfast:** Create awareness of the breakfast in the community by distributing flyers to the neighboring houses. Employees are asked to sell breakfast tickets to family members. Negotiate with your cafeteria or a wholesale distributor for a donation of supplies or a discount. Advertise well in advance in the community, especially if there is a school or other workplaces near by, with posters, flyers and letters. Approach the CEO and senior management to serve breakfast.

**Chili Lunch:** Negotiate with staff members or a wholesale distributor for a donation of supplies or a discount. Advertise well in advance with posters, memos and bulletins. Sell tickets in advance to help make the luncheon run smoothly. Prepare chili, rolls, and salads in advance. Set up early in the morning simmering chili on slow cookers. Approach your department heads and company president to do the serving.

**Pot Luck Lunch with Cookbook:** Ask each staff member to contribute a dish for the potluck luncheon. Encourage them to bring in the recipe for their dish. Organize the recipes at a late date to create a staff cookbook. Sell the cookbooks later to raise money for United Way.

**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 outfit

**Grandmas "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.

**International Food Day:** Employees team together to create taste treats from around the world. Employees decorate their own booths and dress in costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. A panel of "celebrity" judges award prizes.

**Lunch Auction:** Different departments donate lunches to auction every day for a week. Use your organizations intercom system, or other employee communication system to tempt your co-workers.

**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. Display the wines in an employee common area to entice wine lovers.

**Chili Lunch Cook Off:** Invite employees to bring in a batch of their best chili. Then have coworkers judge each chili based on taste, texture and fire value. Then offer dishes of chili for a price to all employees for lunch. The Cook off Champ is the recipe that sells the most bowls. Give packs of Roloids or Tums to all employees at the end of the event.

**Coffee Cart:** Arrange for volunteers to bring a coffee and snack cart throughout the office one day. You should advertise in advance. Solicit donations of coffee and snacks from suppliers or ask co-workers to contribute baked goods. If you do have to purchase items, make sure you sell them at a profit. While selling coffee and snacks, distribute United Way campaign information to employees.

**Just Desserts:** The campaign committee furnishes the main dish but sells the desserts for \$1 or more, with the proceeds going to United Way.

**Tailgate party:** Create a sports theme to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda and peanuts. Play a game of flag football or video football with participants donating an entry fee. Pass out United Way football schedules.

**“Breakfast of Champions”:** Decorate with athletic gear, flags and banners. Company departments become teams, campaign progress is marked by moving teams across a playing field poster towards goal, campaign chair or CEO “coach” gives a pep talk at a kickoff “Breakfast of Champions” where Wheaties is served.

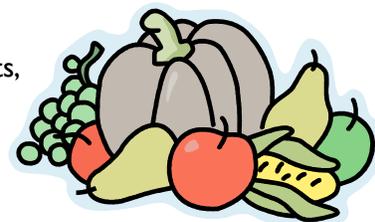
**Wine tasting:** Hold a wine tasting and select five wines to be rated. All employees and their spouses/guests in attendance are given rating sheets. Special drawings are also held for contributors to the United Way Campaign, throughout the week. The larger the contribution, the more chances for prizes.

**Waffle/Pancake breakfast:** Sell tickets and have people sign-up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Don’t forget bacon, sausage, butter etc. Each department can donate an item. The proceeds will go to United Way.

**Ice-Cream Social:** Offer employees the opportunity to build their own sundae. Have a selection of ice cream available as well as different types of toppings. Make sure there are plenty of volunteers to supervise, assist and clean up.

**Employee Cookbook:** Collect and group recipes and household hints into a customized cookbook. Have employees’ children create illustrations for the cover and categories. Print books in-house or by a local business, pro bono. This has been so popular that some organizations have not been able to fill all requests. Plan for an enthusiastic response.

**Harvest Festival:** Employees bring their products (plants, fruits, vegetables, bouquets of flowers) from their home gardens to the office on the day of the event. Other employees purchase the goods with proceeds benefiting the campaign. You can also raffle off the goods by selling chances for each item, or by silent auction.



**Chicken Wing Eating Contest:** For an event like this, there are usually 4-7 teams, consisting of one male and one female. Teams raise pledges, either per wing or a flat rate. Find a venue for this event that sells wings and see if they’ll sponsor the event.

**Progressive Breakfast:** Have each department bring a breakfast food item. Employees rotate throughout the office to sample each department’s contribution.

**Showtime! (And popcorn, too):** An employee rally was announced as 'We're Having a Party-movie, Popcorn and Prizes!' Notices of the upcoming festivities appeared on restroom mirrors, bulletin boards, etc. Door prizes were awarded from slips in the bottoms of popcorn bags.

**Gastronomic Fare:** Most popular across the country! Ice cream socials and barbeques as well as pie socials.

**Thank You Kisses:** One clever campaigner provided each donor with candy kisses and a personalized "thank you" note.

**Have Treats:** Have coffee, donuts, popcorn (come watch the show), or something specially baked for all who attend the presentation. One company had a United Way symbol shaped cake made by a person on their staff to celebrate the United Way campaign day.

**A Special Cake:** Have a special cake baked with a "marker" inside. Everyone at the presentation gets a piece of cake. The person who has the "marker" inside their piece wins a prize.



**Food for the Food Bank:** On the day of your campaign let employees know that they can also bring a can of food to be donated to the food bank in your community. Display the food in your business.

**Brown Bag Information Sessions:** Invite employees to bring their lunch and listen to an agency speaker discuss a relevant topic or how they help people in your community.

# Sports Related Events

**Paper Airplane Contest:** Have a paper airplane contest from an upper floor of your building. Charge \$1 or \$2 per paper airplane (sheets of paper with folding design already printed on it with space for name.). Prizes awarded for longest and straightest flight or, as an alternative, place prizes on floor and plane closest to prize wins it.



**Putt-putt Contest:** Design and set up your own wacky miniature golf course within your office, lobby or work area. Charge each person to play and award a prize to the player with the lowest score. Flag each hole with a fact about United Way

**Executive Chair Race:** Set up a relay course for executives to go through, either sitting in a chair or on tricycles. Let observers bet on their favorite contestant.

**Strike up the Fun:** Start the project early. Contact a bowling ally with the idea of tournament. Advertise well in advance. ‘ Hand out sponsorship forms and have an entry fee for each bowler. Arrange 50/50 draws. Arrange trophies or prizes for best team, best score, worst score, etc.

**Fun At the Races:** Build a large display of a racetrack representing each department Enter either department heads or canvassers into the horserace. Set up the racetrack in a strategic area where there is high visibility. Horses advance on the track as dollars and /or participation rates increase in each department. Award prizes to those departments that make dollars and participation goals. Give prizes to individual department heads or canvassers, and/or entire departments (i.e., department lunch, or a donut day).

**The Fun of Friendly Competition:** Schedule noon hour events each day of the week. Schedule fun events like: a paper airplane throwing contest, shooting crumples paper into wastebaskets, an obstacle race (an added twist is to push top executives sitting in chairs around a course of pylons), a briefcase toss. Encourage departments to enter employees in each event. Hold finals in the main lobby where employees can cheer on their co-workers. Encourage inter-departmental competition.



**Catch Football Fever:** Organize a tailgate party. Sell football fare from a truck in the parking lot “tailgate” style Offer hot-dogs, popcorn, peanuts, soft drinks and other goodies. Organize a tag football game, with participants donating an entrance fee and spectators wagering on the outcome.

**International Olympics:** Celebrate diversity by transforming departments into various countries with decor and dress to match. Organize an international potluck luncheon where employees bring their favorite ethnic dishes. Host a mini-Olympics tournament. Invite United Way speakers to talk about various cultures throughout the metro Atlanta area. Showcase music from around the world.

**Mini-Indy 500:** Rent or borrow remote controlled cars and set up an “Indy 500” race. Use office supplies to make the track more interesting. Teams can be sponsored to compete. Spectators can place bets on the winner.

**Touchdown for United Way:** For any High School or University —Donate \$5 from every \$15 football ticket when the ticket purchaser mentions United Way during their ticket purchase. It's a great way to support United Way and a local football team.

**Playing the field:** Use baseball, basketball, football, and golf or hockey themes. Teams of employees advance around bases or down the field. Include sports-related competitions and prizes for participants.

**Miniature Golf:** Build a nine-hole course featuring ramps, water and sand around the office laid out to test the skills of your employees. The lowest score 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 (For example a hole-in-one in Hawaiian volcano, a birdie in Boise, sand traps in Arizona).

**Competitive Edge:** Secretaries challenged management to a volleyball game.

Hold a "Wellness Run" with proceeds going to the campaign.



# Holiday Theme Events

**Holidays:** Tying your campaign to a holiday (i.e. Labor Day, Halloween, Thanksgiving, etc.) is an easy way make United Way relevant to employees. Get them involved in a project such as a pumpkin carving contest, Thanksgiving potluck luncheon or executive auction (employees bid on executives to swap job responsibilities for an hour or half a day). Hold a Halloween costume contest. Serve a Thanksgiving luncheon at a United Way agency.

**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 to use in the contest. Charge \$5 to enter and \$1 per vote. Award prizes for various categories; best traditional, most creative, best effort by group, best effort by an individual. Throw a party to end your campaign.

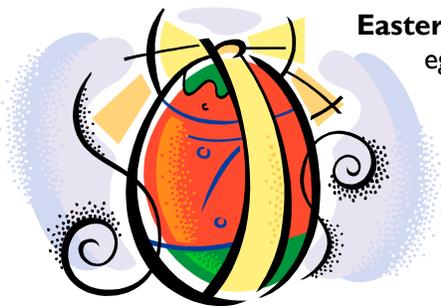
**Trick or Treat:** Appeal to your employees' sweet tooth. Take advantage of Halloween and bring a "treat" for those who participate in the campaign. Display an apothecary jar filled with candy corn in the lunchroom for employees to guess the number of pieces in the jar. The winner receives the jar of candy corn.

**Christmas Cookie Sale:** Call bakeries for cookie bids. Determine the cost and selling price. (Charge \$1.00 or more per dozen above the cost.) Make sure the bakery provides you with packages in dozens. Have a sign-up sheet to take pre-orders. Selling hints: they make great gifts, saves time from baking and buying at the store. Order, then have committee pick-up cookies in the morning and deliver treats to work.



**Ornament Raffle:** Buy or have donated an artificial tree. Employees bring in ornaments, either purchased or handmade to hang on tree. Raffle them off or hold a silent auction for each ornament.

**Door Decorating Contest:** Employees can have fun decorating their departments for Halloween while they fundraise. Votes for the best decorations could be cast for \$1 per vote. The decorators of the winning space could receive a special prize.



**Easter Egg Raffle:** Fill plastic Easter eggs with raffle numbers. People buy eggs or 'chances' for springtime prizes such as Easter lilies and gift baskets.