

Fundraising Themes and “FUN-RAI\$ER” Events

Themes

Give. Thanks.	Paint a Brighter Future	Sports Themes
Be a Lifesaver	Share in the Miracle	Decades: 50’s, 60’s, etc.
Coloring a Better World	The Magic is You	Catch the Spirit
Help Someone Soar	The Power of Love	U Matter
Mission Possible	Make Happy Happen	Everyday Heroes

“FUN-RAI\$ER” Events

A DOLLAR AN INCH CONTEST

Engage executives 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 donate to the United Way. Have prizes for the shortest tie, the ugliest tie, etc.

BALLOON, COOKIES, CUPCAKE OR FLOWER TO A BUDDY

Pick one of the above and have employees purchase one for \$1.00 or \$2.00 each to send to each of their buddies. The item is delivered to a friend who also gets a card that says who it’s from and a special message like “Thanks for all you do, I appreciate you!”, “Have a sweet day”, etc.

BINGO NIGHT

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

BOOK SALE

Invite employees to donate books they’ve read and get great deals on books from other employees. Encourage employees to bring their donations in early. Sell paperback for \$1.00 and hardbacks for \$2.00.

BOWL-A-THON

Ask employees to participate and consider charging \$2.00 to enter. Give each participant a pledge sheet in advance to use when asking employees for their support. Make the event fun and encourage fan support.

CASUAL DAY

Sell Casual Day Badges allowing employees purchasing them to dress casual on certain days. Badges can be purchased for \$5.00 each through payroll deduction or lump sum donation. The badges carry an expiration date, depending on the amount donated. Define what is meant by “casual” to avoid confusion. Invite your employees to “go crazy” during casual days! Designate days for Crazy Days and encourage employees to show their “wild side.” For example:

Tuesday: Stupid Hat Day Wednesday: Silly Socks Day Thursday: Sports Team Day

CEO CAR WASH

Invite employees to donate \$5.00 to have their car washed at high noon by their CEO/CAO in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for Polaroid photos of the employees and the boss washing their cars.

CHILDREN’S DRAWING CONTEST

Employees are given photographs of one or two top executives to take home for their children to draw. Contest is limited to children under 12 who are related to any employee. There is a \$5.00 entry

fee per child. Post entry forms at various places around the office. Employees vote for the best drawing by paying \$1.00 per vote. Prizes are given 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 organization's permanent art collection. Some organizations choose to have children draw what "helping others" or what "hope" means to them.

CRAFT AND BAKE SALE

Bake sales are especially popular events. Craft sales give employees a chance to share their hobbies and special talents. This type of event raises money for the United Way and helps employees get an edge on their holiday shopping.

EMPLOYEE COOKBOOK

Collect recipes and helpful household hints. Group the collection into sections for a customized cookbook. Employees' children provide the cover artwork and illustrations. Print and bind books by a local business pro bono. This even has been so popular that some organizations have not been able to fill all requests. Plan for an enthusiastic response!

EMPLOYEE GUESSING EVENTS

For an entry fee, and a chance to win prizes, employees guess:

- The organization's grand total in pledges
- The per capita gift of the organization
- The United Way campaign grand total for the community
- United Way trivia questions
- The amount of candy or other items in a jar
- Employees' baby pictures

EXECUTIVE CHAIR RACE

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

EXECUTIVE AUCTION

Have executives at your organization create theme packages which employees can bid on at a special auction. Packages could include fishing trips, dinners or movie tickets. Executives could also auction their special "services." For example:

- 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 or washing the winner's car
- Babysitting the winner's children
- Washing the winner's windows

FLASHBACK CARNIVAL

Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing and \$.50 hot dogs. Hold a hoola-hoop contest and hoopshoot to really give it that "flashback" flavor. Charge participants a fee to enter the contest. Set up a dunk tank with all your favorite dunkable executives. Charge \$2.00 for three balls. Have a pie throwing booth with all your favorite executives behind the "eight ball."

HALLOWEEN – PUMPKIN CARVING CONTEST

Use a Halloween theme for your campaign this year. Hold a pumpkin carving contest. Invite employees to enter carved pumpkins individually or by group. Charge \$5.00 to enter and \$1.00 per vote. Award prizes in categories including:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees can buy pumpkins for their families, their staff or to use in the pumpkin carving contest. Throw a Halloween party to end your campaign!

HAWAIIAN LUAU

Invite employees to a mini luau. Serve ham, pineapple upside-down cake and other goodies. Give prizes to employees wearing the most outrageous Hawaiian attire.

INTERNATIONAL FOOD DAY

Team employees together to create taste treats from around the world. Employees decorate their booths and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. Invite a panel of “celebrity” judges to award prizes.

KARAOKE PARTY

This has the potential of being a **BIG** fundraiser! Participants pay \$2.00 to enter and are given a list of songs and a pledge sheet in advance. Participants ask employees to support them by pledging an amount of money. At the event, have a big box of funny hats, boas and other costume items available for participants to use. Consider passing the hat at the party to receive even more pledges! This fun event is also good for team building.

LAUGH OLYMPICS

Employees compete in crazy events for silly prizes. Participants donate a \$5.00 fee to enter. Observers can wager bets on their favorite entrants.

MINIATURE GOLF

Build a nine-hole course featuring slinkys, ramps, water and sand around the office laid out to test the skills of your employees. The lowest score (which may be decided by a tie-breaker) will take home a tacky golfing sportcoat. Interested twosomes return an entry form and bring a putter the day of the event. Fees are \$25.00 for twosomes of upper management, \$15.00 for twosomes of middle management and \$10.00 for twosomes of all other staff.

SPELLING BEE

Invite employees to participate, charging a \$5.00 entrance fee. Galley observers can place \$1.00 bets on their favorite participants. Present the winner with a special award.

TAILGATE PARTY

Create a sports theme for your campaign if the United Way campaign coincides with the football season. Back a truck into the employee lounge, lower the tailgate, and sell football fare: hot dogs, chips, soft drinks and other goodies. Play a game of tag or video football with participants donating an entrance fee and observers wagering bets.

TRIVIAL PURSUIT MATCH

Create a pool around the winning team. Hold the challenge during a staff meeting. Give the event a game show flavor with participants using bicycle horns if the answer is known. All employees who bet on the winning team receive prizes.

UGLY TIE OR 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. Have a parade of all the contestants, offering a last chance to vote at the end of the day. Circulate the names of entrants the day before the event so employees can anticipate the voting. Bring a Polaroid and charge for photos taken of the employees with their favorite contestant. Employees vote as many times as they want for their favorite!

WHITE ELEPHANT SALE

Encourage employees to donate “white elephants” early. This event can be held in conjunction with a carnival. Invite employees to buy unique gifts at affordable prices.

RALLIES & RAFFLES

BLUE LIGHT SPECIAL

Hold daily/weekly “Blue Light Specials” rallies throughout your campaign. Have different division, departments, or project areas host each “special.” Serve pastries and juice and have an agency representative speak from an agency that your organization’s campaign supports. Schedule entertainment provided by a youth group or elderly group. Organize prizes and games.

CHOCOLATE KICK-OFF

Create gold paper candy bar wrappers with the United Way logo and “Thanks to you, it’s working...”. Put the wrappers on Hershey Chocolate Bars and distribute at your kick-off.

EMPLOYEE RAFFLE

Ask employees to contribute something special for a raffle prize. Suggestions are:

- Homemade pies, arts and crafts, home-cooked meal, etc.
- Lunch with a co-worker
- Car wash
- Tickets to a special event
- Weekend stay at a vacation cabin or condominium.

Employees can 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. Additional raffle prizes to consider:

- 1-Day vacation
- Prizes donated by vendors
- Tickets to sporting events, concerts, etc.
- Gift certificates from retailers, restaurants, movie theaters, etc.

TICKET GIVEAWAY/GIFT CERTIFICATES

Give free tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives. Encourage employees to pledge \$2.00 per week giving two movie passes to every employee who meets that challenge. In addition, any employee who turns in a signed pledge form during the first hour following the campaign kick-off has their name entered in a special drawing for two tickets to a fun destination such as Disneyland. Get local businesses to donate tickets to these attractions.