



“Fun-Raising” Guide: Incentives, Activities, & Events for United Way Campaigns

How to Increase Campaign Participation

The biggest way to increase participation is to make it personal.

>Scheduling a 10-15 minute presentation at an already planned meeting is the number one way to raise awareness, educate, and inspire your associates. United Way can help with a speaker or DVD.

>Smaller departmental meetings or one-on-one solicitation can work if a large meeting is not possible.

>An email blitz is less effective, but can also work in lieu of meetings.

>If no other method is feasible at your workplace, put brochures in paychecks or a special distribution. This can be improved if a personal letter is added or emails accompany the envelope distribution.

Offer incentives and prizes.

(See the list below about incentives.)

Have a special event or activity.

(See ideas listed inside for event ideas.)

Establish friendly interdepartmental competitions.

This could include a free meal or privilege for the first department to turn in all pledge cards or have the highest participation percentage.

FOOD ALWAYS DRAWS A CROWD.

Provide coffee and donuts for a morning event, pizza at lunch, bake sale or homemade goodies. (See more food ideas with the activity ideas inside.)

Find an associate who has personally benefited from United Way and ask them to share their story.

Incentives: What, When, Where to get

What to use as Incentives

Prime parking places
Paid time-off
Gift Certificates
LIVE UNITED shirts or items
Department free lunch
Boss does job for half a day
Drawing for extra vacation day
Gift cards

When to use Incentives

New donors
Drawing of Donors more than \$100
Drawing of Leadership Donors
Turn in card on first day
Turn in card by certain date
Drawing for all donors
Pledge increase of 10% (+)

Where to get Incentives

Your vendors
Your company
Local businesses
Managers or other employees
Campaign committee
United Way

A - Z of Fun-Raisers for Workplace Campaigns

A is for Auction

Have a silent auction. Get items donated from department managers or campaign committee members. Personal items are sometimes the biggest fun-raisers, such as a department Mexican lunch, 1 dozen "muffins-of-the-month," or other item an employee is famous for making. Put items into theme baskets such as fisherman's favorite, family night, gourmet gift basket, pampering your pet, etc.

B is for Bake Sale or Bake-off Contest

Who makes the best chocolate chip cookies or brownies? Have a contest where employees bring in their best and others pay to sample each and vote. Or have a bake sale. One local worksite had a dessert bake-off and then sold a cookbook of the recipes.



C is for Casual Days

Allow employees to dress down if they purchase a United Way Casual Day sticker, or let everyone dress down on your presentation day. Have a United Way Casual Day once a month and collect funds all year. Try a variation such as Favorite Sports Team day, Stupid Hat Day, 70's attire day...

D is for DVD/CD /Book Sale or Dunk Tank

Let people bring in their old (but still functional) DVD's, CD's, or books for a Media Sale and sell them to raise funds for United Way. Have a **dunk tank** in the parking lot and let people pay to dunk a labor leader or manager.



E is for E-bingo

Sell bingo cards for a small fee (we can give you some United Way cards which list agencies and projects that receive UW funding). Send emails throughout the week featuring one or two member agencies info about them. Give a small prize like a candy bar for bingo and special prize for the first to fill their card!



F is for Food

Have department managers prepare a breakfast or lunch and charge a minimal fee for employees to eat.

G is for Guess the Number

Fill a jar with x-number of candies, bolts, cotton balls, marbles, or beans and let people guess the number for a donation. Winner gets the jar or other prize.

H is for Holiday Party

Have an out of season holiday party just for the fun of it such as Easter in October or Christmas in September.

I is for Ice Cream Social

Perfect gathering idea for a United Way presentation.



J is for Joke Contest

Have people pay to enter their best joke (clean, of course) and campaign committee votes for the best one.

K is for Key to the Treasure

All who submit their completed pledge form by a certain date get a key, but only one opens the treasure chest of prizes.

J is for Jam

Have a best jam contest or a Karaoke "Jam" contest at lunch time.

L is for Lemon Golf

Set up a putting or driving course and see who can get the lemon in the hole or has the longest "Lemon" drive. (Or try it with marshmallows.)

M is for Massage

Have a chair massage therapist come in and give chair massages to those who increase their pledge or are leadership donors.

N is for No-Bake Sale

For a No-bake sale, people donate what they would have spent to bake or to buy other's goodies.

O is for Olympics

Have an Olympic theme and have races, such as office chair race, paper clip chain-making, trash can basketball, or paper football games.



P is for Pumpkin-Carving Contest

Have a Halloween theme. For a fee, people can enter a carved pumpkin to be judged by others. Set up different categories such as scariest, happiest, ugliest, most original. If you are really brave, have a pumpkin-throwing contest.

Q is for Quizzes

Have a United Way quiz or one on your company's history, etc. Give a LIVE UNITED shirt to the winner.



R is for Raffles

You can raffle off a special parking spot, extra vacation day, or prizes provided by the company or other employees. You could also have a 50/50 raffle.



S is for Scavenger Hunt

Place LIVE UNITED stickers on items throughout the workplace and have people turn in a list of where they are to win a prize.

T is for Team up, Turkey Bowling, or Tricycle races.

Set up **team** competitions in your workplace.

Turkey bowling—use frozen turkeys and 2 liter pop bottles in your parking lot or long hallway.



Have a **tricycle race** in your parking lot and set up some obstacle cones to mark the course. Time it and the best time wins a LIVE UNITED shirt.

U is for United Way Day

Have a United Way Day, and encourage people to wear LIVE UNITED shirts, hats, etc.

V is for Vending Machines

Donate vending machine sales to United Way the week of your campaign.



W is for Sports Wear Day

Employees pay to wear their favorite sports team spirit wear.

X is for X-tra Effort

Have your own awards program to recognize employees who do volunteer service in our community, especially for United Way partner agencies.

Y is for Your Best Pet Picture



Have employees pay to submit a favorite animal photo and feature the winning one(s) on your bulletin board all month. You can add categories for ugliest, cutest, most athletic, funniest, etc.



Z is for Zany Game Show

Zany Game Show—Have your own version of a “Jeopardy” or question-type game show and make it more zany with costumes or white elephant prizes. Have them answer questions related to United Way to win prizes.

Try some games from the TV show *Minute to Win It*. Most require items like playing cards, pencils, string and candy, or golf balls—things you already have and are simple to set up. Find over 30 games at www.nbc.com/minute-to-win-it/how-to/

Ways to Celebrate Reaching Your Goal

Measure your progress—Use a race track, football field poster or United Way Thermometer to measure your progress toward your goal.

Incredible shrinking tie – Have your CEO wear the same tie and cut off an inch for every 10% toward your goal. When you reach the goal, the tie disappears!

Management Car Wash – If you reach goals, management washes cars in the parking lot for employees.

Celebration Day - Have free vending machines, root beer floats, or other special food break to celebrate reaching goal.

Double dare you – If you reach goal, HR manager or campaign coordinator (or manager?) will dye hair pink or get it shaved, or wear a silly costume to work on a casual/celebration day.

Photo-op – Report your success to our community by having a photo-op with your campaign team.

Visit our Website



United Way
of Grundy County

www.UWGrundy.org



Join our E-Newsletter mailing list.

Send an email to

Info@UWGrundy.org with

“E-Newsletter” in the subject line.

