

PUTTING THE “FUN” IN FUND RAISING

The biggest way to increase participation is to **MAKE IT PERSONAL**. Special events and incentives are a great way to increase enthusiasm - and giving - in your United Way Campaign! Don't forget, though, these ideas are not meant to replace your campaign - they're just ways to get everyone excited and involved, and show that giving can be fun! Use your imagination! Has your company done something fun? Let us know and we'll add YOUR idea next year! Here are some ideas from companies like yours:



GAMES

Balloon Game: everyone buys a balloon with a prize ticket inside, pops together at the end of the day/week to see what they won!

Pie in the face - sell pies it'll be a *hit!*

Candy Jar Raffle- Guess Number

Sporting Competitions vs. Departments or other organizations

Bowl-a-thon (or try Turkey Bowling!)

Outdoor Carnival and Dunking Booth

E-mail Bingo cards

Baby Photos- Match the baby photo with the manager (or employee)



SALES EVENTS

Silent Auction

Flower Sale

Recipe Book- Employee favorites, printed and sold for \$5

Hallway Garage Sale



CONTESTS, DRAWINGS & CASH

50/50 Drawing

Spare Change Jugs

Daily Prize Drawings

Drawings for: Mall gift certificate, Day at Country Club, golf passes, suite seats at games tickets for sporting events, concerts, etc. Use business contacts to donate items, use own resources for items (e.g., clothing)

Draw for a Day Off

Collect Cans and Bottles - Donate Proceeds

Costume Contest (or, “Best Socks”)

Department horse/nascar race

Joke Contest - everyone pays to submit their best (clean) joke and a committee votes on the best one. be sure to post in your break room at the end!



MISCELLANEOUS INCENTIVES

Dress Down Day

Extra Vacation Day at Holiday Time

Challenge between departments based on % participation, % increase in average gift or first department completed.

Ask your CEO to do something silly (Shave head, wear goofy outfit for a day, sing a song, etc. if your company makes goal.

Chauffeured limousine ride to and from work for a day or week

United Way Day! Encourage people to wear LIVE UNITED shirts, hats, etc. Post LIVE UNITED screen savers or add it to their voicemail, ask UW staff about *installations* you can put in your lobby or outside your building.



FOOD FUN

Specialized food sales- candy bars, pies, international foods

Cake Walk

Daily donations for donuts, coffee, bring in baked goods, etc.

Lunch for \$3-\$4, buy/donate food

Breakfast Served by Management!

Cookout (hot dogs, chicken...)

Baked Goods Contest/Sale

Brown Bag Lunch Day: encourage everyone to bring their lunch and donate extra \$2 (or more) saved by not eating out.



WHERE DO I GET INCENTIVES?

Your company

Managers or other employees

Your Vendors

United Way

Local businesses

Campaign committee

Order online from: www.unitedwaystore.com

Want an easy way to increase participation? Offer incentives or prizes to contributors or sponsor contests that revolve around your campaign. Below are examples of ideas that have been used successfully by other organizations.

USING INCENTIVES

During your campaign you can give employees extra incentives based upon their status, for example:

- For a returned card – 1 raffle ticket
- For a new contributor – 1 raffle ticket
- For an increased gift – 1 raffle ticket
- For a leadership gift (over \$1,000)
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize

INCENTIVE IDEAS

- “The Gift of Time” - ½ day or day off with pay (many variations)
- Prime parking space
- LIVE UNITED shirts or items
- Gift Certificates
- Senior executive wears the same tie for one week. As company approaches its goal, the tie gets shorter each day to mark campaign progress
- Challenge between departments based on % participation or % increase in giving or average gift
- Gift for department coordinator who delivers best results

You can also offer gifts and prizes! The sky is the limit! Ask your CEO if there is a budget for prizes. For free incentive items, ask your Loaned Executive to give you examples of what United Way may already have on hand.

SUCCESS TIP

Using your company logo along with the United Way logo on selected items helps create the team spirit for your company, as well as the Campaign. We have United Way Store catalogues available upon request, ask your Loaned Executive if you are interested!