

## NOW, LET'S HAVE SOME FUN...EVENT/INCENTIVES IDEAS

An exciting and creative campaign can be the key to generating enthusiasm and interest among employees. Special events are a great way to add a little pizzazz to your campaign. Here are some ways to put **FUN** into fundraising:

- Consider a campaign theme: The Olympics, Day at the Beach, Western, Carnival or Every Day Hero Theme
- FOOD ALWAYS WORKS! BBQ, pancake breakfast, ice cream social, chili cook-off, picnic, potluck or bake sales
- **Dip Jar** – you may borrow our dip jar machine that takes credit card donations.
- Recreate a TV game show – Price is Right, Gong Show or Jeopardy – focused on community issues
- Fall means Halloween and that's always interesting! Consider pumpkin carving, costume contest, candy grams or a haunted house
- Try indoor sports tournaments – Wii golf or bowling, indoor golf/putt-putt, softball, bowling or ping pong
- Use an auction to raise awareness – dessert auction, silent auction, white elephant auction, service auction (cleaning snow off windshields, starting car in cold weather, baking birthday cake or holiday pie)
- Get creative – try a cubicle decorating contest, create an office cookbook, baby picture guessing game
- Have a yard or garage sale...one person's junk is someone else's treasure!
- Sweet revenge – dunk tank, pie-in-the-face, something silly for the boss if you make your goal

Incentives can promote attendance at meetings, increase campaign participation, and encourage speedy return of pledge forms. Here are some incentive ideas that you don't have to purchase:

- ❖ Casual/Jeans day coupons or stickers
- ❖ Time off with pay
- ❖ Reserved parking space or snow removal
- ❖ Tokens for free food (if cafeteria is available) or free brand items from your company

Now for some items that can be purchased and are successful:

- ❖ Sporting event tickets
- ❖ Movie tickets
- ❖ Concert tickets
- ❖ Event passes
- ❖ Gift certificates
- ❖ Trophies or plaques
- ❖ Department Parties
- ❖ Gas cards

Many local businesses & Restaurants will donate items for prizes or give deep discounts when told the gift is for United Way. Also: Ask some of your vendors to donate prizes.

## TAKE PICTURES!

### 1. "Fun"-raisers in the Workplace

- AUCTION. Encourage employees to donate unique items of interest for a silent auction (Perhaps vendors will donate as well?)
- BABY PICTURE CONTEST. See who can match the most staff members with their baby pictures.
- BOOK/DVD SALES. Have co-workers donate used books, CD's or DVD's and sell them to raise money for United Way.
- BOWLING FOR DOLLARS. Recruit some teams and have a bowling night. Raise money via entry fees or per pin donations.
- CASUAL DRESS DAYS. Allow employees the chance to dress down for a fee. If your company already has a jeans day, hold a Favorite Sports team day, outrageous socks, stupid hat day, etc.
- CHAIR MASSAGE. Bring in a massage therapist for a day and allow all those who submit a proof of their pledge to sit down to a relaxing chair massage.
- CHILI COOKOFF CONTEST. Employees cook their favorite recipe and enter it into the contest. Participants pay to sample the entries. (This can also be done with cookies and desserts.)
- COOKBOOK. Collect recipes and helpful household hints from employees and publish them with pictures of staff members' children. Sell them to benefit United Way.
- ARTS & CRAFTS SALE. This allows employees to share their hobbies and creative talents.
- DIET FOR UNITED WAY. Hold a contest to see who can lose the most weight over a month-long period. Each person pays a set amount for each pound lost (or gained!)
- Wii (VIDEO) GAME TOURNAMENT. Borrow someone's Wii console and games, set up a TV in your lunchroom and play games for United Way! Employee's pay-to-play with prizes going to the top scorer in each game.
- GAMES OF CHANCE. Put your money on a number and spin the wheel for prizes. Or...have a jar of candy, coins, marbles, or something made by your company and have folks pay to guess the number in the jar.
- GARAGE SALE. Have employees clean out their closets and set up a company-wide garage sale to benefit United Way.
- INTRAOFFICE MINI-GOLF. Set up a mini-golf course at work. Enter teams and have mini-golf outing. Use slinkies, ramps, "water hazards" and "sand traps".
- PET PHOTO CONTEST. Plan a Halloween theme and hold a pumpkin carving contest. Have different categories so you have more than one winner.
- RAFFLES. Have someone donate great prizes (football tickets, weekend getaway, etc.) or raffle off a day off. To enter the raffle, you must turn a proof of pledge with a minimum pledge. (Check with State of Michigan to see if a license is needed!)
- SCRABBLE TOURNAMENT. Have a Scrabble tournament – and make a contribution to United Way totaling the number of points you score.
- TAILGATE PARTY. Hold a Friday tailgate party for lunch (or after work). Have hot dogs, chips, football music etc.
- VENDING MACHINES. Raise the cost of vending machines during the campaign and give the extra funds to United Way. Or collect pop cans for their deposit values and donate to United Way.
- POKEMAN race. Plan an evening chasing pokeman for donations.