

# CAMPAIGN FUN(D)RAISING IDEAS

## Games & Contests

1. Pie in the Face
2. Miniature Indoor Golf
3. Lunchtime Bingo
4. Candy Jar Raffle
5. Sporting Competitions (Inter-departmental or inter-company, i.e. Golf Challenge)
6. Bowl-a-thon
7. Outdoor Carnival and Dunking Booth
8. E-Mail Bingo (buy cards and play different variations)
9. Baby Photos - Match the baby photo with the manager (or employee)

## Prizes, Drawings & Cash

10. 50/50 Drawing
11. Spare Change Jugs
12. Daily Prize Drawings
13. Drawings for:
  - Mall gift certificate
  - Day at Country Club
  - Golf passes
  - Suite seats/tickets for sporting events, concerts, etc.
  - Parking spots
  - Plane tickets
  - A night at hotel
14. Lottery
15. Draw for a Day Off
16. Collect Cans and Bottles
17. T-Shirt and Poster Sale

## Food Fun

18. Breakfast
19. Specialized food sales
  - candy bars
  - pies
  - international food
20. Daily donations for donuts, coffee, bring in baked goods, etc.
21. Lunch for \$3-\$4, buy/donate food
22. Cookout/ BBQ
23. Baked Goods Contest/Sale

## Sales Events

24. Silent Auction
25. Company Store - Sell company branded items
26. Online Auction
27. Recipe Book - Employee favorites printed and sold
28. Garage Sale
29. Car Wash
30. Book Sale
31. Live Auction

## Miscellaneous Incentives

32. Dress Down
33. Dress Up
34. Challenge between departments
  - % participation
  - % increase in average gift
  - first department completed
35. Walk/run fundraisers

## More Fun Ideas

36. Executives serving dinner to employees who won a drawing
37. Executives prepare a feast for employees during a campaign event
38. Employee roller skating races in parking lot
39. Monte Carlo night
40. Wine raffle
41. Sale of donated products
42. Fashion show
43. Palm reading/fortune telling
44. Donated trips
45. Use of president's parking space for designated time
46. Theatre tickets or tickets to sporting events
47. Dinner for two with the boss
48. Chauffeured limousine ride to and from work for a day or week
49. Dinner or brunch at a popular restaurant
50. Flower Sale

*Ideas to make your team want to participate!*



United Way  
of Yellowstone County

# VIRTUAL FUN(D)RAISING IDEAS

1. Host virtual activities or lessons and consider charging \$5-10 donations to participate.

- Cocktail lesson from a mixologist
- DJ class
- Dance lessons for couples
- Wine tasting
- Flower arranging
- Cooking class

**Bright Idea:** Ask the CEO to join these activities to show his/her support of the campaign.

2. Book a musician or a magic show for employees to watch online with their kids or family.

3. Have a LEGO build competition where the most votes wins. Consider letting the employees' kids have a category as well.

4. Auctions for experiences to be used once employees return to the office, or for things that can be done virtually. Consider hosting on an online site like 32 Auctions or Charity Auctions Today.

5. Raffles for PTO, restaurant or UberEats/GrubHub gift cards.

6. Challenge coworkers to a lip sync competition.

**Bright idea:** The video with the most votes (\$5 donations) wins!

7. Host a virtual Golf Tournament. Suggestions for how to execute this can be found here: <https://perfectgolfevent.com/virtual-golf-tournament-fundraiser/>

8. Run a virtual 5k. Participants agree to run the same distance on the same day. Times are submitted to a designated person and the fastest time wins. Consider having age categories like an in-person 5k.

9. Raffles for virtual happy hour with the CEO.

**Bright idea:** Everyone who pledges during the campaign is entered into the raffle. This encourages recurring gifts rather than one-time smaller donations.

10. Virtual dinner with your coworkers or company leadership sponsored by your company.

11. Zoom Bingo or Trivia competitions.

12. Host an Xbox or Playstation video game tournament.

**Bright idea:** Ask the CEO to play the winner, or play employees for their donation of \$10 a game.

13. Host a Mini Golf Design Competition. Each participant designs a hole with household objects and shares via video. Award prizes for most creative, most challenging, most detailed

**Bright idea:** Consider asking competitors to pay an entrance fee to compete.

13. Send employees three ingredients to use in a cooking competition. Consider categories like most creative, most beautiful and most inedible.

14. Have a talented colleague host a Family Paint Night. Compare paintings at the end of class to see how they all turned out.

15. Do a Corporate Step Challenge. Have the CEO pledge a gift or corporate gift if employees can all work together to reach a certain number of steps within a week.

16. Consider a Virtual Book Club with \$10 dues.

17. Host an amateur art or photography festival and have participants enter their art. Turn it into a contest, where attendees can give \$5 to cast votes for their favorite films/photos.

18. Do a virtual food drive from an Amazon list and send notes to a United Way partner.

19. Choose a day to wear a costume from your closet on a video call with coworkers. Best costume wins a prize!

20. Have the CEO randomly join video calls throughout the day as an "undercover boss".

**Bright Idea:** Raise money by departments to see who wins a pop in.

21. Know a local celebrity or friend with a unique pet? Ask them to crash a video meeting.

22. Have employees donate items to an online yard sale with proceeds benefiting United Way.

**Keep in mind that all these events can be done for free, or you can use them as an additional fundraising opportunity.**

**For additional ideas or ways to turn these ideas into fundraisers, contact us:**

406.272.8504

[campaign@uwyellowstone.org](mailto:campaign@uwyellowstone.org)

# INCENTIVES & COMPETITIONS

Sponsor contests that revolve around your campaign effort and offer incentives / prizes to contributors.

## “Targeted “Status” Incentives

It's always a good idea to target which individuals you want to reach:

- Non-contributors
- All contributors
- Contributors giving at different levels
- Contributors who increase their gifts
- Employees who return pledge forms by a certain date

## How do you reach them?

During your campaign you can give employees extra incentives based upon their status, i.e.:

- For a returned pledge form - 1 drawing ticket
- For a new contributor - 1 drawing ticket
- For an increased gift - 1 drawing ticket
- Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize

## Additional Incentive Ideas

- Raffle off the boss. Employees increasing their pledge or a new pledge receives a chance to win the boss and have him/her perform their job for one hour
- 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
- “The Gift of Time” - ½ day or day off with pay

# DO'S & DON'TS

Decide that this is the year to have fun by using special events and other creative activities in your organization's campaign. Special events are FUN and are an excellent method of raising United Way awareness in your office. Review the guidelines listed below, discuss your plan with your UWYC Staff Contact and go for it!

## DO

- DO check out your ideas with your CEO.
- DO involve activities that provide information about UWYC.
- DO something different to bring interest to your campaign.
- DO solicit services and/or items from your co-workers.
- DO use a special event to focus attention on the campaign—not as the total campaign effort.
- DO use special events as frosting on the cake—to help you meet and exceed your “stretch” goal.
- DO tie special events, where appropriate, to completed pledge cards...and encourage the use of payroll deduction.

## DON'T

- DON'T surprise your boss with a golf tournament on company time!
- DON'T do “the same old thing.”
- DON'T overlook the tried and true elements of a successful campaign (e.g., person-to-person contact, etc).
- DON'T forget your well-planned employee solicitation campaign.

*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.

(Note: Please consult your company's Communication Department and your United Way staff representative for graphic standards of your company's and United Way's logo)