



# FUNdraising Ideas

& Successful Year-Round Involvement

## AWARENESS

### **Appreciation/Compliment Grams**

Design notes of thanks or congratulations for co-workers to buy and send to each other.

### **Balloon Grams**

Sell balloons with notes of recognition inside and deliver to co-workers.

### **Change Bandit**

A co-worker dresses as a bandit (as approved by company security.) Have them visit employees to procure spare change.

### **Spare Change Jars**

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

### **White Elephant Sale**

Employees donate odd items for the sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a time frame for which objects must stay in that location.

### **Spelling Bee**

Hold a spelling bee, charge an entry fee. Have galley observers place bets on their favorite participants.

### **Entertainment Drive**

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

### **Buy a Boa**

Purchase brightly colored feather boas for employees to buy. The purchaser chooses a person to wear the boa for the day. In order to get rid of the boa, the wearer must pay to pick another employee to wear the boa. The boa must be worn at least 10 minutes prior to choosing another lucky boa wearer.

### **Dress Down Day**

Employees pay to not wear “normal” work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact your Loaned Executive for stickers that say “I Dress This Way for United Way” and distribute to participating employees.

### **Guess the Number**

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

### **Massage Therapist**

A therapist, preferably one who will donate time, visits the workplace and employees sign up for time slots. Employees pay for a massage, with proceeds benefiting United Way.

### **Psychic Reading**

A psychic/card reader, preferably one who will donate time, visits the workplace. Employees pay a small amount to have their fortune read, with proceeds benefiting United Way.

### **Penny Wars**

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or “green” into the jars of other departments. Pennies count as positive while quarters and “green” are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

### **Smell the Roses**

Have a local florist donate flowers or purchase flowers en masse. Employees buy flowers or arrangements to send to co-workers or for personal use.

### **Charge Late Fees**

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way.

### **Bingo**

Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with “BINGO” wins. The Bingo game continues until all prizes are distributed.

### **Avant-Garde Attire**

Employees pay to dress in their most dramatic garb to ignite creativity for the day.

### **Guess the Baby Picture**

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

# FOOD & FESTIVITIES

## Lunch Box Auction

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

## Bake Sale

Employees buy employee-donated baked goods with donations benefiting United Way.

## Build Your Own Ice Cream Sundaes

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for employees to build their own sundaes.

## Nacho/Pretzel Sale

Sell large plates of nachos and/or soft pretzels with cheese and jalapeno peppers. Donate proceeds to United Way.

## Ethnic Food Festival

Ask employees to bring dishes symbolic of their heritage or recipes “handed down” from family members along with interesting facts about their heritage. Another option is to have various departments sponsor a lunch representing a specific ethnicity.

## Ice Cream Cart

On a hot day, visit employee cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks. Donate proceeds to United Way.

## Peanuts, Get Your Peanuts!

Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments (ketchup, mustard, relish, onion.) Visit cubicles and sell items. This is a great way to kickoff any sports season.

## Potluck

Post a sign-up sheet for employees to bring entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

## Root Beer Float Sale

Buy necessary ingredients for employees to make their own root beer floats. Floats made and served by executives can be a fun treat!

## Tailgate Party

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

## Chili Cook-off

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

## Walking Taco Sale

Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

## Donut Eating Contest

Employees raise money for United Way by sponsoring contenders on a per-donut-eaten basis. The winner is determined by either eating the most donuts in a time frame or the first to finish a set number of donuts.

## Soup Line

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl.)

**Volunteering is a great way to spend time together as a family while focusing outward on helping others. And the earlier you teach your children about helping the community, the more it will benefit them. Research shows that participation in youth philanthropy leads to greater academic achievement.**



# ACTIVITIES

## **Tricycle Race**

Teams race in relay format around the office parking lot on small bikes. Employees bet on which team they think will win. All bets go to United Way.

## **Fuzzy Slippers / High Heels**

Find a large size pair of high heels or slippers. Employees pay to choose a co-worker to wear the shoes.

## **Apple Bob**

Employees nominate contestants and vote using change or cash in jars. Fill buckets with water and apples. Tarps, goggles, shower caps and towels are recommended. On “Go!,” contestants compete (no hands!) for 3 minutes to grab the most apples with their mouths.

## **Golf Putt**

Supply a putting green and club. Employees pay per putt for a chance to win prizes.

## **High Score**

Place a dart board in the office and sell dart board shots. Award prizes to winners.

## **Office Olympics**

Fire up the Olympic Torch (or grill) and let the games begin. Have a tricycle or office chair race. Use items around your work location for golfing, shooting baskets, etc. Have spelling contests, typing contests, contests to develop the most persuasive or most complimentary memo, etc. Devise rules for each race in advance and seek participants. Combine the event with a cookout. Design award medals to display in the cubicles of winners.

## **Karaoke Contest**

Each location, department or team nominates one employee to sing a song. Choose a variety of music or “spotlight” a particular theme of music. The winner is chosen by audience applause or a panel of judges.

## **Balloon Pop Surprise**

Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

# AUCTION & RAFFLE

## **Informative Meeting Incentives**

Hold a workplace meeting and have a representative from United Way and/or an agency speaker give a presentation. Offer donuts, coffee or raffle tickets to attendees.

## **Box Raffle**

Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn from each box.

## **Silent Auction**

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

## **Executive Lawn Ornament**

Managers or executives donate time to do yard work at the homes of employees who bid for their services.

## **Executive Chef**

Auction off dinner for two or more at the home of an executive.

## **Front Row Parking**

Raffle front row parking spots for a year, or during the winter months.

## **Paid Parking**

Raffle/Auction off a year’s worth of free parking.

## **Getaway**

Have co-workers donate time at their vacation cottages to the highest bidder.

## **Lunch with CEO**

Auction or raffle off lunch with the CEO – CEO’s treat!

## **Extra Day Vacation**

Raffle/Auction off a day or ½ day of vacation.

## **Mystery Pumpkins**

Buy miniature or regular pumpkins for employees to purchase. Write numbers on the bottom of each pumpkin. Draw numbers for prizes corresponding to the numbers on the pumpkins. Pumpkins can be taken home and carved for a later Pumpkin Carving contest.

## **Rubber Duckies**

Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.

# ENGAGING MANAGEMENT

## **Jail**

Construct and decorate a jail made of cardboard. Managers are sentenced to the office jail for a determined amount of time or until they raise a set amount of bail money.

## **Executive Butler or Maid**

Executives donate an hour to serve lunch to employees. Have employees pay to enter.

## **Dollar-an-Inch Contest**

Executives participate in an all day competition to end the day with the shortest tie. Don't forget the ladies! They can wear a tie too. Employees cut off an inch of their favorite executive's tie each time they give to the community. Prizes go to the shortest tie, the ugliest tie, etc.

## **Costume War**

Choose an executive to wear a costume for the day by placing money jars outside the office doors of willing participants.

## **Executive Dunk Tank**

Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the "dunk" button. Participants pay extra to add a bag of ice to the dunk tank water.

## **Up on the Roof**

Solicit supervisors, managers, directors and CEOs to participate. Employees raise a set amount of money for the boss to spend a lunch period or a night on the roof in a tent. Plan a cookout, so everyone can watch the boss on the roof.

## **'American Idol' Contest**

Employees donate to vote for the management singing group of their choice. The duo or group that attracts the most votes will sing a song in front of an audience.

# SAY "THANK YOU!"

## **Participation Goals**

Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, jeans day, time off, etc.)

## **Thank You Drawing**

Collect a variety of gifts – either donated, purchased, or intangible goods like free vacation days, lunch with CEO or one year of front-row parking. To encourage employees to pledge, every contributor to United Way is entered into a drawing.

## **Pledging Participation**

The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.

## **Happy Holidays to Your Clients**

Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

## **LIVE UNITED in LIGHTS!**

**Local businesses and organizations that give to United Way of Greater Milwaukee receive the opportunity to be featured on various digital billboards throughout the city. For more information, call 414.263.8157.**



# THEMES

## **The Big Shot**

As a variation on the standard thermometer graph to monitor agency progress use a hypodermic-needle design. Great for health care organizations.

## **1960s (or other era)**

Dress up in “60s” garb. Sell headbands, smiley face pins, tie-dyed shirts.

## **Wild West**

Employees dress in Western clothes. Use a cactus as your thermometer.

## **Cookie Caper**

Each pledge card is passed out with a cookie and the slogan “United Way Cookie Caper – Help us bring in the dough.”

## **Hawaiian Theme**

Each person turning in a pledge card gets a plastic lei. At campaign’s end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

## **Raisin’ Money**

Use the California Raisins as a thermometer theme. Pass out boxes of raisins to people as they turn in pledge cards.

## **Mardi Gras**

Everyone loves a party, so why not model your campaign after the biggest party in the world – Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Cajun potluck.

## **An Hour of Power**

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour’s pay donation.

## **Beach Bash**

Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite “beach wear” and then vote on the best one. Award prizes for the best outfits.

## **United We Stand...United We Give**

Use an All-American theme complete with apple pie tosses, picnics and red, white and blue!

# INCENTIVES

- Complimentary hotel stay and/or airline tickets
- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Call in “well” day or “sleep in late” coupon
- Car started & windows scraped every snow day in January
- Car washed by boss or co-worker
- Casual day
- Company promotional items
- Computers – new or gently used
- “Flee @ 3” coupon
- Free babysitting
- Free meal or dessert from the employee cafeteria
- Free oil change
- Gift certificates
- Golf with the boss
- Lottery tickets
- Lunch with your manager – his/her treat!
- Tickets to local sporting events or movie passes
- Open soda and candy machines
- Pizza party
- Play or concert tickets
- Use of company car and/or reserved prime parking spaces
- Vacation day

**Tell your friends, family and co-workers that the dollars you donate to United Way of Greater Milwaukee stay right here in our community helping nearly 400,000 people.**



# YEAR-ROUND INVOLVEMENT

## January

### Unique Observances & National Holidays

New Year's Day  
Dr. Martin Luther King Jr. Day  
Book Blitz Month  
Financial Wellness Month  
International Quality of Life Month  
National Mentoring Month  
National Poverty in America Awareness Month

#### GIVE

- Auction an experience to exchange duties with your supervisor for a day

#### ADVOCATE

- Bring in a United Way agency speaker to talk about financial wellness and poverty in America or reading and mentoring children
- Join the conversation on Facebook, Twitter

#### VOLUNTEER

- Book Drive
- Sign up to participate in the Emerging Readers program through United Way

## February

### Unique Observances & National Holidays

Washington's Birthday/Presidents' Day  
National Black History Month  
Library Lovers Month  
National Hot Breakfast Month  
Wise Health Care Consumer Month  
National Nutrition Month

#### GIVE

- Host a Pancake Breakfast in honor of Hot Breakfast Month and charge a small fee with proceeds going to United Way's Health area

#### ADVOCATE

- Bring in a United Way agency speaker to talk about health care programs

#### VOLUNTEER

- Join the million mentor movement - read, tutor, mentor
- Hold a United Way agency fair

## March

### Unique Observances & National Holidays

Employee Spirit Month  
International Listening Awareness Month  
International Women's Month  
National Children's Dental Month  
National Reading Month

#### GIVE

- Participate in annual Health & Hygiene drive by collecting health and hygiene products for the homeless

#### ADVOCATE

- Hold a bus tour for employees to visit a United Way agency program partner
- Have an employee who has received services from a United Way-funded agency speak about their experience

#### VOLUNTEER

- In honor of National Reading Month, organize an opportunity for employees to read to children at a United Way agency program partner
- Encourage colleagues to sign up to be a reader, tutor or mentor

## April

### Unique Observances & National Holidays

Celebrate Diversity Month  
Child Abuse Prevention Month  
Month of the Young Child  
Math Awareness Month  
National Public Health Week  
Volunteer Appreciation Week  
Sexual Assault Awareness – Denim Day

#### GIVE

- Hold a perennial plant sale with a portion of proceeds going to United Way

#### ADVOCATE

- Participate in Denim Day by encouraging employees to wear jeans, send an eblast informing employees about sexual assault awareness

#### VOLUNTEER

- Hold a math supplies drive (i.e. calculators, protractors, compasses, etc.) and donate collected items to a United Way agency program partner
- Coordinate a team volunteer project

# May

## Unique Observances & National Holidays

Memorial Day  
Get Caught Reading Month  
National Family Month  
Teen Pregnancy Awareness Day and Month  
Women's Health Day  
Senior Health Day  
Mental Health Month

### GIVE

- Hold a bike drive – donate bikes, helmets and safety gear to a United Way agency program partner in need

### ADVOCATE

- Share a United Way success story on your intranet
- Join the conversation on Facebook, Twitter

### VOLUNTEER

- Hold a bicycle safety clinic for neighborhood children or at a local school
- Become a United Way volunteer

# June

## Unique Observances & National Holidays

United Way Emerging Leaders' Day of Action – June 21  
National Fruit & Veggies Month  
Stamp Out Hunger  
Men's Health Week

### GIVE

- Hold a food drive for a United Way agency program partner

### ADVOCATE

- Join the conversation on Facebook, Twitter

### VOLUNTEER

- Participate in United Way Emerging Leaders' Day of Action - June 21
- Join the million mentor movement - read, tutor, mentor

# July

## Unique Observances & National Holidays

Independence Day  
National Grilling Month  
National Ice Cream Month  
National Hot Dog Month

### GIVE

- Hold a barbeque in honor of National Grilling Month and let people eat for free if they bring in canned goods to donate to a United Way agency program partner
- Hold a family carnival day for employees with all proceeds going to United Way

### ADVOCATE

- Bring in a United Way agency speaker to talk about homelessness
- Hold a United Way agency fair

### VOLUNTEER

- Hold a school supply drive, contact United Way for an agency in need

# August

## Unique Observances & National Holidays

United Way Campaign Kickoff  
Get Ready for Kindergarten Month  
National Truancy Prevention Month  
What Will Be Your Legacy? Month  
National Backpack Awareness Day  
Back-to-School Season  
National Immunization Month

### GIVE

- Make your annual United Way Pledge

### ADVOCATE

- Bring in a United Way agency speaker to talk about the importance of Living United or keeping children in school
- Attend United Way's Community Campaign Kick-off

### VOLUNTEER

- Coordinate a family volunteer project for employees

# September

## Unique Observances & National Holidays

Labor Day  
United Way Days of Caring  
College Savings Month  
Library Card Sign-up Month  
Update Your Resume Month  
Childhood Obesity Awareness  
Fruit & Veggies Awareness  
All-American Breakfast Month

### GIVE

- Hold a breakfast buffet in honor of All-American Breakfast Month and ask co-workers to bring in canned or dry breakfast goods to donate to a United Way agency program partner

### ADVOCATE

- Bring in a United Way agency speaker to talk about education

### VOLUNTEER

- Participate in a Day of Caring Project

# October

## Unique Observances & National Holidays

Bullying Prevention Month  
Eat Better, Eat Together Month  
Child Health Day  
Let's Talk Month  
National Disability Employment Awareness

### GIVE

- Participate in United We Dine by having lunch or dinner at a partner restaurant

### ADVOCATE

- Bring in a United Way agency speaker to talk about health

### VOLUNTEER

- Coordinate a family volunteer project

# November

## Unique Observances & National Holidays

Veterans Day  
Thanksgiving Day  
Military Family Appreciation Month  
National Novel Writing Month  
Family Stories Month  
Prematurity Awareness Month  
National Family Caregiver Month

### GIVE

- As a department, sponsor a Thanksgiving basket drive for a United Way agency program partner

### ADVOCATE

- Hold a bus tour for employees to visit a United Way agency program partner

### VOLUNTEER

- Visit with veterans
- Hold an agency fair to educate employees on United Way's impact areas of Education, Income and Health

# December

## Unique Observances & National Holidays

World AIDS Day  
United Way Community Celebration  
National Tie Month

### GIVE

- Happy Holidays to your clients – See “Saying Thank You”

### ADVOCATE

- Bring in a United Way agency speaker to talk about income
- Attend United Way's Community Celebration/Campaign Closing

### VOLUNTEER

- Hold a Tie Drive (and other clothing) to donate to a United Way agency program partner
- Coordinate a Giving Tree benefiting a United Way agency program partner