



## **FUND-RAISING IDEAS**

- Email Bingo.
- Pledge Card Race Track.
- Cookie Day.
- Shame Day (pie in face) \$20 buys immunity.
- Day of Vacation raffle at employee meeting for pledge cards returned that day.
- Trip-for-2 raffle (travel agency donation).
- 'Thank You' Breakfast (highlight what their money does...)
- Fish bowl centerpieces (from Wal-Mart) raffled after meeting.
- Have fun; involve all employees/not the same people.
- Competitions/auctions – discuss values of \$\$\$ (non-profit testimonies).
- Get everyone involved; make it competitive.
- Coordinate at each level.
- Weekly activities leading to Kick-off
- Red wagon collecting loose change around the office.
- Have managers appear at Kickoff and speak at meetings.
- Agency tours
- Ugly earrings/tie contest
- Pet photo contest
- Golf tournament
- Auction (baskets from each dept.)
- Kickoff Party
- Employee meeting with CEO
- Lunchtime Movie (\$5 popcorn/pop/show) "Office Space" or theme (ie; beach "Jaws")
- Guideline giving raffle for trip or vacation time (better yet...both!)
- Gambling area using nickels
- Theme lunch
- Root Beer Floats
- Executives talk to managers
- Managers & Executives talk to company
- Early start
- Motorcycle Poker Run

- Chili Cook-off
- Avoid using "United Way" in subject heading of emails
- Have Senior Management introduce UW speakers at Staff Meetings
- Day of Caring (use everyone possible)
- Announce company goal with updates
- Dress Code "Themes" for Fridays
- Encourage cross-company participation
- Relaxed dress code during campaign (for a price...)
- Silent auction (NASCAR theme, beach theme...)
- Agency volunteering
- Recruit teams involving people from each level/location
- Treat Trolley
- Employee Orientation (include pledge card)
- Smaller teams = better organization
- Take time out of regular meetings to show videos, take cards, etc.
- Immediate reinforcement – NOT delayed incentives
- Auction for RESERVED parking spots
- Trailblazer participation
- Executives Humiliation
- Attend workgroup meetings
- Employee testimonies
- Agency fair at company locations
- Community statistics of those helped by \$\$\$
- Pink Flamingo Attack (\$\$\$ to have them removed...)
- Garage Sale
- On-line Auction
- United Way Theme (ie; logos, etc.)
- Respect from team leader/reporting officer
- Minimize planning...maximize enjoyment!
- Time off for most hoops shot
- Vendor fair (ie; Pampered Chef, Tupperware, Discovery Toys, etc.)
- Cookbooks
- Competition among teams to raise money
- Taste of Tulsa Lunchbox (\$5.00)
- Scavenger Hunt
- Fun Day
- Cookout
- Dunk Tank (take bids)
- Extended lunch raffles
- Supervisor meetings at agencies
- Early pledge cards get more chances to win (ie; drawings w/ current + new each time)
- Make executives visibly involved
- Reward all fair share givers (i.e. jeans pass or day off)

- Key Club dinner
- Send music notes (like MS shamrocks) as "Positive Notes" – for \$1 send compliments
- Kickoff breakfast & ice cream kickoff during afternoon
- Luck Duck 50/50
- Time-lines
- Swap prizes with other companies
- Have a company-wide all-day event for all employees (benefiting UW)
- Intranet postings
- "Pajama Day"
- "Hawaiian Day"
- Indoor golf course
- Popcorn Fridays
- Used book sale (\$1.00 each) during lunch time
- Valet parking by executives
- Bake sale
- Bedlam tailgate party
- VP letter to each dept.
- Bedlam "penny wars"
- Washing windows (VP's)
- Auction items could be made by employees
- Cafeteria pass
- Pot Luck soup day

## **TOPIC 2 – Communications & Leadership Giving**

### **a. How do you use technology in your campaign?**

### **b. How can you adapt "Choices for your campaign's activities?"**

- On-line Auction
- On-line pledging
- Website
- Throw down silhouettes of adults & children (instead of \$\$\$) for more impact
- Prize drawing frequency based on level of giving (more gift = more chances)
- Who works/volunteers for agencies?
- "Earmark" for specific agencies
- Encourage management team
- Intranet auction
- "Mini" Days of Caring
- E-mails
- Voice-mails
- PowerPoint presentations

- Free day off (for Fair Share givers)
- Agency tours during working hours
- Fair Share Giving Guide handed out with Pledge Cards
- Online videos
- Online calendar
- Encourage payroll deduction
- "Report Card"
- Flyers/Folders online (showing Choices & Where Your \$\$\$ Goes)
- Auction items: catered meals at executives' houses or a maid service
- Signs w/ Choices
- 1% of salary donors get 1 day off (formula could be extended...)
- Advertising on cable
- Elevator monitoring screens?
- Girl Scouts: Ask individuals to become Key Club members
- Weekly "Mission Moments" story sent by email (weekly)
- Choices/Agency booths set up on-site (ie; cafeteria, greens, etc.)
- Sign-up for Day of Caring via intranet
- Email Bingo
- TAUW link on company websites
- Events on company TV
- Testimonies from employees who have benefited from TAUW
- Calendar of events handed out at Kick-off
- Dinner for management
- Thank you lunch or breakfast
- Crazy Hat day
- Golf Tournament
- Daily e-mail trivia
- Bright-colored flyers
- "Meet the Big Cheese" (wine & cheese social, or meet at Chucky Cheese for pizza)
- Mastercard commercials ("...priceless.")
- Themes: Mardi Gras, OU/OSU Bedlam, Picture Perfect
- Participation earns "community cash" (good for items from Marketing closet)

### **TOPIC 3 – Champagne Campaign & Special Events**

- a. What fundraising events/activities can you do to "highlight" the campaign without spending a lot of money?**
- b. How can you increase awareness & participation of your campaign?**

- Car Wash: Execs pay for each car that's done; who washes?
- Raffle for lunch, and separate raffle to see which Exec buys you lunch

- Vendor-donated lunches
- Silent auction
- Golf auction for Execs
- Donations, donations, donations
- Let them know where \$\$\$ goes and communicate awareness of each event
- Select Team Captains that are passionate about events
- Craft fair (rent booths)
- Garage Sale
- Dessert Bake-off
- Day of Caring participation = day off
- Product donation = equal value gift certificate from company
- Guess the Number of ... (jelly beans in jar, etc.)
- OU/OSU Bedlam
- Sell "Wear Your School Colors to Work Day" passes
- Book Fair (possibly with CD's, VHS, and DVD's too!)
- Shop till You Drop
- Jewelry Sale
- Executive Breakfast
- Donate items to non-profits to help their campaigns
- Baked Potato Sale (all 3 shifts; possible company match)
- Lunch & a Manicure
- Sell tickets to pot-luck lunch (plus recipes as door prizes)
- Jeans passes
- Vendors donate 10% of catered lunch (Papa Johns, Amish Bakery, etc.)
- Pop sales
- Communication, communication, communication!
- Day off for Guideline Giving
- Ugly earrings/tie contest
- 100% team participation = drawing for Sr. Leader for your dept for 1 day
- Kiss a Pig
- Vendor fair (with % given to campaign) – Pampered Chef, Discovery Toys, etc.
- Cultural Food Theme Days
- Parking spaces for "rent"
- Olympic Theme to giving levels (Bronze, Silver, Gold)
- All-Event Pass
- Recruit department sponsors to fund each event
- Executive Valet
- Baskets with donated items (for auction or raffles)
- Promote a company picnic atmosphere at events
- Santa letters
- Lunch & a Movie
- Vendor promotional items donated (logo hats, etc.)

- Child/Pet Star Competition (for Babysrus or Petco gift cards); \$\$\$ to enter/vote
- Save It or Shave It (most money collected in jar makes the call)
- White elephant auction
- Sucker trees
- Crazy Hat (pay \$1 to send to someone else)
- Breakfast (\$\$\$) for Bank Board of Directors Meeting
- Have 'Books Are Fun' come quarterly -- % of sales to campaign
- Network with other companies
- Save unused stuff for next year's campaign
- Candy-grams
- Auction off parking spots
- Singing Telegrams
- Ball & Chain (black balloon)
- Quilt Sales
- Internet reminders of Themes
- Creative thermometers
- Poker Run
- Treasure Hunt (sell clues)
- Decorate Tennis Shoes Day (to increase Run awareness); Buy votes for Best/Worst
- Sell donated food items
- Sell special dress passes
- Executive tricycle race
- Boxcar derby
- Split the Pot (50/50)
- \$100 raffle
- Root bear floats
- Low-Carb (or diet) snacks available in breakroom
- Vendor fair with services auction (mowing, cleaning, baby sitting, cooking, etc.)
- Adopt an agency for 1 year to insure involvement of whole company
- Make a birthday cake for each month

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