

LIVE UNITED™



HOW TO LIVE UNITED AT WORK

HAVE FUN.

SHARE INFORMATION.

INSPIRE EMPLOYEES.

SHARE YOUR VOICE.

GIVE 10% GIVE 100%

GIVE 110%.

GIVE WHAT YOU CAN.

REACH OUT A HAND TO ONE AND

INFLUENCE

THE CONDITION OF ALL.

FUNDRAISING IDEAS



THANK YOU for leading your company's United Way campaign. We hope you find it to be a rewarding experience. Please encourage your co-workers to **"Live United"** by giving to our community through United Way.

We want your workplace campaign to be the most successful it can be! This booklet contains a number of fundraising activities that you can do in your workplace. Consider using these activities to not only raise funds but to educate your co-workers about the great work accomplished with their United Way contribution.

Enjoy the ideas in this booklet and **HAVE FUN!**

The Basics

Put a little pizzazz in your campaign! Make it fun and memorable! It's easy to do. Even workplace campaigns with limited time and no budget can be fun for everyone. Here are some proven ideas that will encourage the completion of pledge forms, help capture your co-workers' attention, build morale and make your workplace campaign a celebration of our community.

- Please do not pressure co-workers. Encourage co-workers to complete their pledge form but do not make it a requirement to commit to an amount.
- Educate! An educated donor is a happy donor and one that will continue to support your workplace campaign for years.
- Include United Way speakers to talk about the results of your co-workers' investment in United Way.
- Publicize your workplace campaign with posters, banners and in your newsletter.
- Be sure to say THANK YOU!

HOW TO LIVE UNITED: HAVE A “LIVE UNITED” DAY. CELEBRATE IN THE MORNING, AFTERNOON, OR EVENING.

With everyone’s busy schedule and the limited amount of time that people can be away from their work, consider holding a “LIVE UNITED” day. Benefits of this one day approach include: reduced costs in both cash expenses and employee disruption, increased contributions because of a focused campaign appeal and more campaigners who are willing to help because of the shortened time commitment required. If you promote your campaign properly and distribute the materials in advance, your employees will be prepared to make their giving decision and your “LIVE UNITED” day will be a huge success!

Sample “LIVE UNITED” Day:

- Greet employees at the door with campaign information and an investment form. Refreshments, campaign buttons or “LIVE UNITED” shirts add a nice touch.
- Hold a morning kickoff celebration that inspires employees to participate in the campaign. A welcome from management and brief remarks from a local United Way representative or from employees who have been helped by services supported by United Way. Ask all employees to turn in their investment forms by the meeting’s end. Hold drawings for fun prizes for those who turn in their investment forms.
- Visit departments mid-morning with cookies, music, etc., or plan a lunchtime fun event to keep the momentum going.
- Have committee members help you track pledges received so far and follow-up with employees from whom you have not heard. Encourage all employees to turn in an investment form, even if they do not donate.
- Tally results and give employees the good news as they leave the building for the day. A handwritten note from your committee or a small thank you item adds a nice closing touch. Utilize e-mail or bulletin boards the following day to publicize the total and thank everyone for their efforts.
- Remember to solicit in advance any employees who will be unavailable on your “LIVE UNITED” day so they can be included in the campaign totals and drawings. Plan your Retiree and Leadership Giving solicitation early so that the results are final by the time you hold your “LIVE UNITED” day!

Food! *One of the best ways to a person's heart is through their stomach!*

Chili Cook-Off

- Employees cook their favorite chili recipe and enter it into a cook-off contest. Have a group of chili experts (or the CEO or United Way Staff Member!) to judge the chili. Give a plaque to the winner of the competition, or ribbons for honorable mention, etc.
- Put a photograph in the employee communication area to let the staff know who is the “chili champion” of the year!
- To raise money, have employees pay \$1.00 to sample each chili dish.



Food Tasting Events aka “Taste of ___” (or as we like to call it “Flavors of ___”!)

- Find out what kind of food your co-workers love to cook and eat
- Set up a “Flavors of India” or “Flavors of South America” type event during lunch time and invite co-workers to whip up their favorite dishes from the particular region and serve them to other employees.
- For anyone who wants to “taste” the dishes, charge \$1 per ticket or \$5 for 6 tickets
- Have desserts and drinks on hand and charge a ticket for these as well

Halloween Pumpkin Carving Contest

- Plan a Halloween theme and hold a pumpkin carving contest
- Employees enter carved pumpkins individually or by group
 - Charge \$5.00 to enter and \$1.00 to cast a vote for the best pumpkin
 - Award prizes in various categories:
 - Best Traditional Pumpkin
 - Most Creative Pumpkin
 - Best effort by a group
 - Best effort by an individual
- Have the executives judge the pumpkins and take photos of the winning person/team with their pumpkins and the executives



Auctions, Raffles & Sales

Craft or Bake Sale

- Have employees jump-start the holidays by shopping at a craft and bake sale!
- Recruit co-workers to showcase their works of art or delicious goodies and sell them to others in the workplace.



Lunch Auction

- Have different departments donate lunches to auction every day for a week.
- Use your organizations intercom system, email or other communication vehicles to temptingly auction the lunches
- Employees call into a designated number with their bids.

Mother's Day Flower Sale



- The month leading up to Mother's Day, pre-sale flowers like orchids, roses or lilies for around \$30 (price can vary depending on what type of flower you decide to sell)
- Find a local nursery or garden store to see if they can sell you flowers at wholesale price
- Co-workers will have a beautiful gift for their moms on Mother's Day and all the proceeds go to a good cause!

Raffle

- For each pledge form turned in on the first day of your campaign, those individuals get 5 chances for a prize. For each following day, one less chance is available. At the end of your United Way week, draw for a prize.
- Ask employees to donate something special for a raffle prize like baked goods, lunch with a boss, car wash, etc.
- There can also be donated prizes like gift cards to restaurants or for gas.
- Don't have a budget to buy prizes? Check with your boss and see if he/she would be willing to offer passes to take extra time for lunch, leave early on a Friday or come in late on a Monday. Raffling off the CEO's parking spot can be fun too!



Silent Auction

- Have sign up sheets every month or quarter for the best Parking Spots at your workplace.
- Auction off other items like crafts, baked good or gift cards.

Used Book/Video Sale

- Have employees donate their old books, CDs, DVDs, etc. for an employee sale. Sell all of the items in amounts from \$1.00 to \$5.00, priced much like a garage sale, with even amounts for easy change making.

Other Fun FUNdraising Ideas!

A Little More than Jeans Day

- Establish a LIVE UNITED week and encourage co-workers to dress according to a theme each day. Charge a small amount to participate. Name a panel of judges and allow them to pick a daily winner (per shift, too). You could even set up a runway and allow co-workers to “work it!” Provide prizes! Some daily themes could be:
 - Stupid Hat Day
 - Outrageous Socks Day
 - Sports Fanatic Day
 - Mismatch Day
 - Dress Like ‘Insert-Executive-Name-Here’ Day
 - Bathing Suit Day (on top of regular clothing)
 - Pajama Day
 - Hawaiian Luau Day
 - Favorite Rock Star Costume Party



Amazing Race

- Organize a scavenger hunt throughout the workplace. Start out by distributing the investment/pledge form and ask your associates to complete their form. When they hand in the form, they receive the first clue that indicates where to go. At the next location, they receive the next clue and so on. The first team to complete the scavenger hunt wins a prize. At each location, post a fact about what impact their investment is making in our community.

Baby Picture Match Game

- Collect baby pictures of co-workers. Place them on a bulletin board or copy them on a flyer to distribute. Invite co-workers to try their luck at matching the babies to the co-workers. Award the individual who has the most correct answers with a paid day off or other prize. “Charge” co-workers \$1.00 or \$2.00 to play. But to be eligible they must turn in their pledge form at the same time they turn in their guesses.



Boss Swap

- Hold a raffle, the winner gets to switch with his/her boss for one whole day.
OR
- Set up one jar per “boss” and whoever has the most money in his/her jar at the end of your campaign has to switch with the winner of the raffle.

Casual Day/Jeans Day/Sports Day

- Charge to dress according to the theme of the day.
 - i.e. employees can pay \$5 to wear jeans on Fridays. Or their favorite sports jersey, etc.

Executive Dare

- Once the workplace campaign is set, challenge the staff. If they can collectively reach the goal, a manager or CEO will perform a dare such as kissing a pig, or dying one’s hair bright pink.

Other Fun FUNdraising Ideas! (cont.)

Executive Dunk Tank

- Sweet Talk some of your top executives to volunteer to be in a dunk tank
- Charge co-workers \$1 per ball or \$5 for 3 balls to try and hit the target to dunk the executive



Executive Race

- Set up a relay course for the executives to go through
- Have them go through on rolling chairs or tricycles
- Use a stopwatch to time the contestants, with the best time winning a prize
- Have employees wager on what executive will win the race

Job Swap

- First, make sure your CEO would be ok with giving up his/her job for a day!
- Nominate a few employees to be in a contest to be the CEO for a day and in return the CEO takes the winner's job for a day.
- Employees "vote with their dollars" and the winning person gets to play boss!

Miniature Golf Putting Contest

- Set up strange holes around the office, charge a fee to try, offer prizes!



Penny Wars or Coin Wars



- Set up jars or large water jugs representing different departments or teams
- Employees can drop their spare dimes, nickels and pennies into the jar.
- Any Quarters or paper currency dropped in the jar is subtracted from the total
- Employees may "sabotage" another department's jar by dropping quarters or dollars into it.
- At the end of the campaign, both positives and negative coins are counted and the group with the most \$\$\$ gets bragging rights for the year!

United Way Carnival

- Have a bean bag toss, pie eating contests, three legged races and more. Use the event to hand out pledge forms but also charge to participate in the activities.

Quick Tips to Increase Participation

- Have a raffle drawing for everyone who pledges
- Give a small token gift to everyone that pledges (Ask the UW staff for ideas!)
- Set the Participation Rate as the Company Goal (i.e. Goal is 50% employee participation)
- Have a competition between departments based on participation rates
- Have a pizza party, ice cream social or some other event for those that pledge
- Award everyone that pledges with a “Casual Day” in the office
- Provide a small gift to first time donors

Quick Tips to Increase an Average Gift

- Raffle drawing for only those that increase their gift by a certain percentage (i.e. 10% increase over last year’s gift)
- Have incentives for various levels of giving
- Stress the ease of payroll deduction
- Solicit retirees

Ways to Inspire and Thank Your Employees

CEO

- CEO involvement is a huge factor in achieving a successful campaign. IF your top executive is on board and ready for some fun, employees will love it.

Thank You Breakfast/Lunch

- Have your management serve breakfast to or prepare lunch for employees who contribute
- Host an appreciation breakfast or luncheon at a local restaurant

Balloons & Flowers

- On the last day of the campaign, surprise and thank donors with a balloon, flower or other small gift

Scooping Up Success

- Ice-cream parties are always fun. Have your management team scoop up sundaes and personally thank each employee. Provide yogurt and fruit for employees on special diets. They’ll appreciate your extra consideration and concern.

Time Off

- Sleep-in-late awards, call-in “well” days, early-dismissal Fridays or bonus vacation days
- Offer a week of extended lunch breaks or a single two-hour lunch break

Parking

- Convenient parking is a major incentive for many employees. Offer prime parking spaces or the CEO’s spot for a week

Dress Down

- If goals are met, consider relaxing the dress code and offer a year of casual Fridays.

