

United Way of Southeast Louisiana

*serving Jefferson, Orleans, Plaquemines, St. Bernard,
St. Tammany, Tangipahoa and Washington Parishes*

FUN in FUNDRAISING

A Guide to Creating a Winning Campaign



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CONGRATULATIONS!

You have been selected to play a very important role in your company's United Way campaign. As the **Campaign Coordinator**, you have an exciting job ahead of you. This booklet has been designed to help you get started on building a winning campaign and put some "fun in fundraising." Feel free to adapt these ideas to fit your needs.

A campaign that is fresh and fun makes your job more enjoyable and creates more awareness among your coworkers. Included are a variety of ideas and events to help you make your employee campaign more exciting and effective.

LET'S BEGIN.

COMMITTEE

No campaign should be a one-person show. It takes teamwork. Recruiting and training an enthusiastic team of volunteers can make your job easier and the campaign more successful. So first, form a committee. Our experience shows that it is best to recruit members from different levels and areas, such as management, marketing, human resources, salaried, and hourly employees. Once your committee is in place, plan a brainstorming meeting to develop your campaign.

BUDGET & TIMELINE

It takes creativity and sometimes money for special events. The amount of money depends on the event and the resources on hand. Many companies with United Way campaigns plan for a cost to run the campaign. It is recommended that a budget be developed for anticipated expenses based on the chosen theme. Keep in mind, there's still plenty of fun to be had if you're on a tighter budget!

A timeline is also crucial in special event planning. You've probably heard the expression, "if you fail to plan, then you plan to fail." A typical timeline includes dates for committee meetings, meetings with your United Way staff representatives, dates for your kickoff, victory or any campaign related activities. It's also important to note deadlines and publication dates for your company newsletter and other publications in order to increase awareness.

THEMES

Themes help capture attention and provide structure for the entire campaign, including special events. Consider current interests. Capitalize on trend and fads, such as this season's popular movies or sitcoms, sporting events, holidays, etc. Check out novelty and toy stores or card and gift shops to find colorful and inexpensive materials for inspiration.

PROMOTING YOUR CAMPAIGN

Once you have selected a theme, created a timeline, and developed a budget, it is time to let your employees know what is planned. Sharing your excitement about the campaign can be contagious to other employees. Spread the word and promote your campaign events.

- Announce United Way campaign messages over company PA system.
- Create a special "Caring Column" in your company newsletter to publicize your campaign.
- Hang posters with the campaign theme in prominent areas.
- Hold a company luncheon to get employees to look forward to your campaign.
- Send out daily team or company reminders/results by e-mail.
- Stuffers in pay check envelopes usually get noticed!
- Chart your campaign progress with the United Way Campaign Thermometer.

Visit the Campaign HQ section at www.unitedwaysela.org for more helpful tools and resources.

KICKOFF

The kickoff should be fun and informative. Try to convey the message that your organization supports the United Way campaign. Here are some key things to remember:

- Senior management should be present at the kickoff to show their support. Goals should be announced to all employees. Testimonials from fellow coworkers make a great impact.
- Show the value in each contribution by educating employees on United Way's impact in the community. Invite a United Way representative to speak, or share information through videos, materials, or displays.
- At the kickoff, announce raffles, tours, and events in which employees can participate during the campaign.

SPECIAL EVENTS

Special events help promote interest in United Way and your company's campaign. They also provide an opportunity to inform and educate about how United Way strengthens our community.

Experience shows campaigns that are more fun bring in more pledges for United Way. **But remember, moneymaking ideas suggested in this booklet should be used in addition to employee pledges.** Otherwise you may see your total United Way gift decrease instead of increase.

General Concepts to Keep in Mind:

- What are your organization's goals for the campaign? What do you hope to accomplish through special event(s)?
- What non-monetary goals do you have? Do you want to create greater community understanding, increase volunteerism, or build company morale?
- What resources do you have available? People, supplies/materials, prizes/incentives, entertainment, inspiration?
- Use the personality (i.e. culture) of your organization and tie it into the campaign.
- Avoid using ideas that "pit" people against one another (ex: bosses vs. employees).
- Avoid activities that take a lot of time to set up, keep going, or to follow-up on.
- Be sure to identify United Way in supporting materials with a United Way logo.

Visit www.UnitedWaySELA.org for logos and materials



15 FUN IDEAS TO KICK YOUR CAMPAIGN INTO HIGH GEAR

SPECIAL EVENT IDEAS TO RAISE DOLLARS AND AWARENESS FOR YOUR UNITED WAY CAMPAIGN!

Whether you are looking for a way to make your company campaign more fun (and therefore more productive), or a new moneymaker to increase your company's gift to United Way, the following ideas can be adapted to help your upcoming campaign.

A Few Helpful Tips:

- Notify key people in your organization whose assistance you will need well in advance of their deadlines.
- Keep costs low by using items that can do double duty. For example, items used to decorate can later be used as thank-you gifts for volunteers or as prizes.
- Include a "Call to Action" encouraging people to give and become involved with United Way.
- Have fun and remember to say thanks to everyone!
- Invite United Way agency speakers to talk with your employees and highlight the work United Way does in the community.
- If you feed them, they will come! It's a universal fact that when there is food, more employees participate. It's always a good idea to provide refreshments at campaign events. Tying the type of food to your campaign theme is always a success.

1. Company-wide "Garage" Sale

One man's trash is another man's treasure. Host a company-wide "garage sale" and sell items colleagues no longer want while raising money for a great cause – United Way!

2. "Look at you!" Photo Guessing Contest

Ever wonder what colleagues or company executives looked like when they were babies – or even better, when they were in high school? Host a prom night guessing game! Charge a small fee to play and offer a great prize for the most right answers – how about a family photo shoot or an extra vacation day? This game will raise funds as well as some good laughs along the halls at work.

3. Employee or Company Trivia Contest

"Mystery" employees offer little-known and unusual facts about themselves for others to guess. All featured participants place a clue in their office to help others guess their identity, or try a company trivia contest to see who knows the company history best. Charge a small fee and award a prize to the employee who guesses the most correct answers.

4. Company Tricky Tray

Sell tickets for a company-wide tricky tray. All prizes would be donated so all proceeds would go to United Way. Items can be from vendors, local businesses, or donated by colleagues who have a special talent (hand-knitted blankets, homemade jewelry, free tax preparation, etc.). Tickets can be purchased during the actual campaign or leading up to pledge season.

INCENTIVE AND PRIZE IDEAS

- LIVE UNITED t-shirt
- Bonus vacation days
- Dress down days
- Sports or event tickets
- Executive parking spaces
- Gift certificates
- Longer lunch periods
- Weekend excursions
- Spa packages
- Dinner for two
- Golf lessons
- One share of company stock
- Use of your organization's car, condo, lodge, etc.
- Discount entertainment books
- Movie passes
- Lottery tickets
- Family portrait by company photographer
- Company giveaways (mugs, t-shirts, etc.)

5. Scavenger Hunt

Teams of colleagues, armed with a list of items that need to be found, collected, discovered, or answered, are given an afternoon to collect the items and answer the questions. All entries are judged for accuracy, creativity, and assigned points. Prizes are awarded to the winning teams.

6. Car Wash

Employees donate \$5 to have their car washed by the organization's VIPs.

7. Hoop It Up Madness

Conduct an interdepartmental basketball tournament using a portable basketball hoop in the main lobby. Just like college basketball's March Madness tournament, teams would knock each other out until the Final Four compete for the office title. Employees all pick a team to take the title. All correct guesses are entered into a raffle to win the portable basketball hoop.

8. Do Some Good for United Way...and Yourself

Each department in your organization would host a special event to raise money and better the health of your employees. Ideas include: yoga classes, stress reduction seminars, personal trainer consultations, or healthy heart cooking classes. Charge a small fee to attend the classes.

9. Dress Down Year Round (or for at least a day!)

Offer a Dress Down for United Way Day, Jeans Day, or Saints Jersey Day, where employees would purchase the right to dress down. These small fees can add up across the company.

10. Dollar Power

To demonstrate that all contributions make a difference, put together a sheet that shows the power of what one dollar can do to help someone. The "Power of a Dollar" theme, combined when asking employees to return their pledge cards, regardless of participation, resulted in a campaign increase of 500 percent.

11. Bake Sale or Cake Walk

Invite employees to donate items for a bake sale. Items would be sold in a main area with all proceeds going to United Way (and maybe matched by the company). Here's a hint, hold your bake sale on payday!

12. United Way "Well Wishers"

A wishing well could be constructed in your company's lobby where people could drop their spare change. The change from the wishing well would be tallied and go towards the United Way campaign, proving that a little change can make a lot of cents.

13. Penny Wars

A departmental contest to collect the most pennies can add some fun to the campaign, and raise some money too! Add a little twist to the game by making pennies "positive," while silver change and paper money are counted against you. Loads of fun-spirited cheating and late night penny bottle stuffing can help raise some significant money.

14. Potluck Lunch

Individuals or departments can sign up to bring an item. Charge a small fee for a delicious homemade lunch and great company.

15. Get Creative

Hold a Wii golf or bowling tournament. Employees may enter and compete for a prize...or just bragging rights!

Note: *Special events should enhance your workplace campaign, not replace it. Not all special events need to be fundraisers; it is equally important to educate and take the time to thank everyone.*

OTHER FUN IDEAS

Dunking Booth

Pay for three chances to dunk the boss or other favorite targets in the company.

Go Home Early

Collect a set amount to money at the front door from every employee who wants to leave work early that day.

Clovergrams/Candygrams/Eastergrams

Sell 4-leaf clovergrams for St. Patrick's Day, baskets for Easter, or homemade candy, suckers, or cookies for Valentine's Day and other holidays.

Gift Wrap

Solicit a local business to donate boxes, bows, and wrapping paper and wrap holiday gifts for a fee.

Pet Photo Contest

Employees post a picture of their pet(s) on the bulletin board. Coworkers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet, etc. Ballot box stuffing is encouraged! Award all winning pet owners a prize for their pets such as cat food or dog bones.

Beat the Bad Habit

Get coworkers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, etc. Offenders pay a quarter for each transgression.

Drawings/Raffle

Secure a donated prize such as dinner certificates, a weekend stay at a local resort, movie passes, concert tickets, professional/college sports games tickets, museum passes, etc. Sell tickets and draw the winning ticket at a designated time and place. This can also be done in a 50/50 fashion where half the proceeds are given away as the prize. The other half benefits United Way.

Slim Into Shape

Hold a two-month contest at work for everyone who wants to lose weight. Each person pays a set amount for every pound lost or gained. Secure donated prizes for those who attain their weight loss goals.

Benefit Dance

Organize an outing with co-workers and spouses to enjoy music, dancing, and fun. Ask for a cover charge.

Fun Day

Booths can be assembled for all kinds of fundraising activities including a dunking booth, arcade games, children's games, train ride, pony rides, face painting, sporting activities, food and drinks.

Night at the Movies

Sell tickets to a screening of vintage movies and cartoons.

Two-Step Lessons/Dance Lessons

Here's your chance to learn those dance steps! Coordinate recreational dancers to teach interested employees how to dance. Lessons can be sold for a selected price.

Walk!

This is a fun-filled experience for the employees and their families who collect donations to walk a short course around the parking lot (or a city park) on a weekend. Prizes, clowns, balloons, music, and a petting zoo can be arranged for their entertainment.

FOOD FUNDRAISERS

Breakfast Break

Pick up donuts or muffins and sell them to hungry coworkers.

Brown Bag Lunch

Encourage employees to bring their lunch. The money saved from not going out to lunch is donated to United Way. Add an interesting twist and have everyone switch lunches on one day.

Cafeteria Donation

Ask the cafeteria to donate a percentage of its sales for a day.

Company Cook-Off

Charge an entry fee for employees who want to cook up their best recipe for chili, beans, gumbo, or barbecue. Sell samplings to hungry coworkers.

Cookbook

Collect the favorite recipes of coworkers. Compile the recipes into a booklet and sell.

Pizza/Hot Dog Sale

Get the boss to buy a few pizzas or have hot dogs donated. Sell the pizza by the slice or hot dogs with chips and beverages. Many will appreciate not having to leave the office for lunch.

Potluck/Spaghetti Supper

Coordinate office volunteers to bring a potluck lunch. Charge a set amount for an all-you-can-eat, home-cooked breakfast or lunch.

SALES ACTIVITIES

Aluminum Cans

Recycle aluminum cans and add the proceeds to your team totals.

Book/DVD/CD/Video Sale (AKA “Power Swap”)

Employees donate new or gently used books, DVD’s, videos, etc. Sell the items during lunch.

Basket Auction/Silent Auction

Each department creates a gift basket of donated items. Baskets have themes and may include anything from trinkets to trips! Display baskets and then auction or raffle them off.

Windshield Cleaning Service

Employees and their families take turns on a designated Saturday to clean car windows at bank drive-up windows, fast food drive-throughs, gas stations, etc. Donations benefit United Way.



APPRECIATION AND INCENTIVES FOR YOUR UNITED WAY WORKPLACE CAMPAIGN

There's no question, incentives and prizes work. Sometimes people give out of the goodness of their hearts...and sometimes they need a little prodding or reward for their participation.

One key to incentives and prizes is that many people might be appropriately sensitive to a company spending a great deal of money on prizes that employees feel would be better given directly to United Way. So when at all possible, try to get prizes donated. Always give proper credit and as much publicity as possible to the vendors, merchants, or companies who have donated prizes. Below are some creative ways to inspire and thank your employees during your United Way workplace campaign:

Payday Reminders - Hand out payday candy bars as a reminder that when the campaign starts, employees can give through payroll deduction.

United Way/Corporate Merchandise

- Give United Way or company t-shirts, pens, or note pads.
- Sponsor an employee contest to design unique campaign images, slogans or logos. Use the winning design to create t-shirts that can be distributed as donor thank-you gifts. If your budget permits, concert or sporting event tickets are great incentives.

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.
- Schedule an after-hours wine and cheese party for employees and spouses/special guest.

Balloons and Flowers - On the last day of the campaign, surprise and thank donors with a balloon, flower or other small gift at their desk.

Scooping Up Success Ice Cream Party

- 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.

Time Off - There are multiple approaches to this popular incentive.

- Sleep-in-late awards, call-in "well" days, early-dismissal Fridays or bonus vacation days.
- Consider pairing time off with hotel or airline vouchers (don't forget the company's frequent flyer miles).
- 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 certain time period.

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

CEO Involvement is a huge factor in achieving campaign success. If your top executive is on board and ready for some fun, employees will love it. Try these as incentives for meeting your goal:

- CEO performs someone else's job, washes an employee's car, kisses a pig, shaves his/her head, takes a pie in the face, etc.
- If they have a vacation home, ask them to offer it up for a weekend as a special prize.

Pampering

- Distribute gift certificates for massages, manicures/pedicures, etc.
- Have a designer decorate employee offices (great idea for the HGTV fans).
- Serenade them with singers.

CELEBRATE A WINNING CAMPAIGN PUT ON THE FINISHING TOUCHES

THANK YOU, THANK YOU, THANK YOU...you can't say these words too often! Please take every opportunity to thank your coworkers -- for coming to special events, for turning in pledge cards, for donating their time and talents, for showing that they want to make a difference in our community by supporting United Way. Here are a few ways to say thanks:

Thank You Letters

United Way has several samples of thank you letters that you might find useful on our website under Campaign HQ. Or feel free to write your own that express your company's unique style and appreciation.

Thank You Gifts

The United Way Store features hundreds of items that can be ordered for your thank you efforts. Your company may also have novelty/gift items with your logo.

- Candy kisses/chocolate hearts for each contributor
- Tickets for free dessert from company cafeteria for all contributors
- Credits or gift cards redeemable at company store

Thank You Awards

Recognition of groups, departments, individual contributors and volunteers can take many forms.

- Certificates
- Plaques
- Paper weights
- Desk sets

Thank You Events

Special events are a meaningful way to wrap up an employee campaign and show employees just how much they have accomplished and how much their support is appreciated.

- Thank you breakfast or lunch
- Victory rally
- Crawfish boil
- Morning donut break

Public Thank You's

Once employees become involved with United Way, it is important to share the final results of the campaign with them and recognize their role.

- Place a banner in a heavily travelled area
- Place United Way thank you posters throughout your facility
- Publish a special thank you edition of your internal employee publication or newsletter
- Email or voicemail
- Develop a bulletin board or display with photos and mementos of your United Way activities
- Print up/post an honor roll of company volunteers and contributors

