

Corporate Fundraising Ideas

Academy Awards Night

Have employees dress as their favorite celebrities. Create video movie “skits” using your favorite movies with a United Way twist.

American Idol Contest

Employees can conduct an Idol contest, based on the TV show *American Idol*. Employees make a donation to vote for the singing group of their choice. The duo or group that attracts the most votes will sing a song of their choice in front of an audience. Include lip synching for those who don't sing.

Backyard Barbecue

Set a sale price for the BBQ. Pre-sell tickets to the event. The event may be set up as a potluck picnic with everyone bringing a dish to share. You may wish to include volleyball net, Frisbee, Karaoke etc., as time and space allow.

Bake Sale/Breakfast Bake

Ask coworkers to volunteer to bring goodies to contribute to a bake sale (home-made items usually do better than store-bought ones). Post signage in high traffic areas. Have a “fill your plate” option for \$X and have coffee or juice available for sale as well. Let staff use cash credit cards (or forms?) for treats. Include savory items in your bake sale to appeal to the early lunch crowd.

Cake/Cookie/Pie/Fudge Cook-off

Have employees donate baked items (homemade or store bought) and sell them at a United Way rally or ask tasters to pay a fee for each taste & vote. You could also charge a flat fee, suggested donation, or completed pledge form. Give people the option to pay using cash, credit card, or a giving form. Designate coworkers to be on judging panel (you could involve your United Way representative in this way, too). Create categories for the judges and an opportunity for crowd favorite as well.

Baked Potato Bar/Pizza/Taco Bar/ or Spaghetti feast-style luncheon

A suggested minimum donation gets you a warm baked potato with several toppings from which to choose, or tacos with all the fixings, rice & beans, (or Boss's recipe Spaghetti or donated Pizza) add a fresh salad, beverage, & dessert, and you'll have a hit.

Bakery Cart

Wheel a cart of bagels, donuts, Danishes, coffee and juice through the office, collecting United Way donations in exchange for goodies.

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Balloon Pop

Employees procure or donate prizes for this event—a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize (the bigger the prize, the more excitement.) Employees pay \$X to buy a balloon (or use as an incentive to get pledges completed) and pop it to find out what prize they've won. This works well at a kick-off or the last day of the campaign rally. Have everyone pop balloons at once.

Book/Video Sale

Staff donate their gently used or new books, DVDs, CDs, and games for an employee book sale. Donate leftover items to United Way's Gifts in Kind program.

Boss(es) Cooks for You

Have a special breakfast at which top managers cook for contributors (could be pancakes, full breakfast, barbeque, etc.) Suggested donation goes to United Way campaign or it can be used as an incentive to increase participation.

Build Your Own Sundae

For \$X staff can choose fabulous Sundaes. Management acts as hosts/chefs/scoopers.

Candy Grams

For \$X staff purchase greeting for co-worker or friend in your company. Print clever, themed messages with kudos, words of encouragement, congratulations, and/or words of thanks. Attach pieces of candy, mints, packs of gum, etc., and leave on employees' desks. Arrange for CEO to deliver for \$XXX.

Carnival

Have a one-day carnival theme with hot dogs, soda and popcorn. Employees try their luck at games like ring toss and the fishpond. Include entertainment and art displays from child projects. Make family-friendly.

Jeans/Jersey/Casual Day

Sell "casual day badges," allowing employees who purchase them to dress casually, wear jeans, or their favorite team jersey.

CEO Car Wash

Employees donate \$X to have their car washed by their boss; (United Way staff can also volunteer their time). Charge for photos of the employees and the boss washing their cars.

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Chair/Tricycle Race

Set up a relay course for employees or executives to go through sitting in chairs or riding tricycles. Use a stopwatch to time contestants. Observers wager \$X on their favorite contestants.

Chili Cook-Off

Employee chefs bring in their best dishes and employees pay to sample and vote on their favorites. Get creative by having categories. This is a fun lunch at the office. For those who would like to help, but are not master chefs, napkins, utensils and bowls also are needed. Donations such as bread sticks, cheese garnish, sour cream and beverages may also be added. Spice up the event by encouraging a Western theme with employees dressing up in cowboy hats and bandanas. Hand out blue ribbon prizes to the winners.

Collection Drives

Raising money is important, but you can energize your employees by giving them an opportunity to collect needed items. Options: food, clothing, pet food products, baby items, toiletries—the list goes on and on. Be creative. We can help you think of more.

Cookbook

Collect and group recipes and helpful household hints into a customized cookbook. Employees or community kids create illustrations for the cookbook, including the cover.

Dress up the Boss

Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

Driving for Dollars

Rent a driving range and plan a company golf tournament or play miniature golf as a staff.

Duct Tape the Boss

Sell one-yard lengths of duct tape during the lunch hour and tape the boss to a wall. Have the boss stand on a chair and after there is enough tape holding him/her, pull the chair out. Sell photos of employees standing next to the boss to raise additional funds.

Executive Prison

Transform an office into a jail cell. Arrest managers and executives and allow them to make phone calls to their staff members to bail them out (or manager pays their own bail at a higher cost). All bail proceeds go to United Way Campaign.

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Halloween Mystery

Hold the event the week leading up to Halloween. Engage your campaign committee to create the mystery (or download online) encourage staff to role-play, and encourage participation. Staff members donate \$X to get clues to solve the mystery. Whoever solves the mystery first wins a prize.

Harvest Festival/Office Market/State Fair

Employees bring items from their home gardens (plants, fruits, vegetables, bouquets of flowers) to be purchased by employees with proceeds going to United Way Campaign. Or bring the Fair to your office by having "state fair" themed activities such as a coin toss, bean bag toss, jelly bean count, and a pie contest. Rent a popcorn or snow cone maker & sell the goodies throughout the "fair".

Health and Giving Events

Each department in your organization hosts a special event to raise money for United Way and improve the health of employees at the same time. Yoga classes, brown bag lunch workshops, stress reduction classes, massages, etc.

Indoor Miniature Golf

Each department designs a creative hole using only materials already in their department: wastebaskets, letter trays, machine parts, etc. The employee committee rounds up some clubs and staffs the course during the lunch hour for the week of the campaign. Employees play the course as often as they like for a fee. Prizes are awarded to the department with the most creative hole and to the best mini golfers.

Jail N' Bail

Hold in correlation with an employee picnic or carnival. Have a booth where employees pay to have co-workers, supervisors, managers or executives "incarcerated" for short periods during the event.

Karaoke Party

Participants pay \$X to enter and are given a list of songs and a pledge form in advance. Participants ask employees to support them by pledging \$X.

Kite-Flying Competition

Arrange a kite-making, kite-decorating or kite-flying competition. Hold awards for the smallest, largest, most creative and highest-flying kites. Create office displays with kites, wind socks and mobiles. Afterward, donate exhibit items to a youth-related agency. Order a kite-shaped cake to celebrate the start or finish of the campaign.

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LIVE UNITED Heroes

Promote the United Way campaign by using the concept of being a hero in your community by giving, advocating and volunteering. Post photos of team in Superhero costumes & Live United shirts.

Lunch

Different departments donate lunches to auction every day for a week. Use your organization's intercom or other employee communication system to temptingly auction the lunches. Employees call in with their bids. A variation of this event is to have employees pay \$X for the boss to deliver coffee and muffins to them, with all proceeds going to United Way campaign.

Monster in the Office

Purchase an inexpensive, inflatable "monster" from a party store and stick it in your CEO's office. Have her pay to ship the monster out of her office and into another employee's cubicle. After that, each of your employees must pay to get rid of the monster in her office or cube. This also works great with pink lawn flamingos!

Nacho Party

Plan an afternoon to sell nachos or popcorn to interested employees in your break room. Employees pay per serving with proceeds going to United Way.

Office Olympics

Let the Games begin! Celebrate the Olympics by creating teams throughout the office with each team paying an entry fee. Olympic teams will participate in events such as shooting paper balls into waste baskets, department darts, bean bag toss, etc. Hold finals in a main area for all to see. Don't forget to award your Gold, Silver, and Bronze medalists.

Photo Challenge

Say Cheese! Have staff sign up in teams and pay a registration fee to donate to United Way. Have a list of places and or actions that need to be photographed—all in LIVE UNITED shirts. (send us a copy for our website), One company had points assigned to each picture on the list; more difficult pictures, such as a photo with a local celebrity, were worth more. The team with the highest points wins.

Photo Contest

Employees bring in a favorite baby or pet picture labeled with their name on the back. Pictures are numbered and posted on a bulletin board. Employees purchase a chance to match coworkers with baby pictures. The employee with the greatest number correct wins a prize.

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Raffle

Ask employees to contribute something special for a raffle prize: pies, lunch, car wash, tickets to an event, weekend stay at a vacation cabin, one day vacation, prizes donated by vendors. Employees who turn in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the early date but before the campaign final event receive one raffle ticket.

****Check your state's raffle rules before conducting raffles*

Reality Show Spin-off

Top Chef, Dancing with the Stars, etc. Staff votes on the winner(s) with completed pledge forms or \$\$.

Root beer Float Sales

Seek donations or purchase root beer and vanilla ice cream. Other items needed include straws, spoons, cups and ice cream scoops. Have committee schedule and work shifts.

Scavenger Hunts

Employees participate in a scavenger hunt that requires them to find unusual items from around the neighborhood or office building as well as to demonstrate community knowledge. Items can be company or United Way related. You can plant items with selected employees for others to discover. Teams of four pay a group entrance fee. If each team member has a different job title or is from a different department they automatically get 10 bonus points. Teams have one hour to accumulate as many points as possible. The entire team must be present at the end of one hour. If a team arrives late, assess a penalty of two points per minute. Award winners get something special just for their team.

Silent Auction

Collect or procure items or baskets (e.g. movie basket, emergency kit basket, art- spa- or chocolate basket, or experiences (e.g. dinner & wine tasting at the boss's home, suite tickets for the Mariners, etc.). Ask employees to bid on items. OR Executives create packages of experiences that employees can bid on at a special auction. Experiences could include fishing trips, dinners or movie tickets. Employees can also auction their special services: cooking a special dish, singing at a wedding/party/special event, lawn mowing, changing car oil, baby-sitting, washing cars or washing windows.

Smile Grams

Sell smile grams for a week and deliver helium balloon with a smiley face to co-workers. This is a great way to make someone smile.

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Survivor

Create tribes to compete against one another (try to include at least one member from leadership for each tribe). Have mental and physical challenges each day for a week where tribes compete for prizes, such as arrive late to work certificates, extra time at lunch, tickets for local events, etc. Challenges can include office golf, scavenger hunts, puzzles, etc. Award a grand prize to last tribe standing.

Takeover events

Arrange to partner with local restaurant for event where part of the proceeds from the evening go to your United Way campaign. Invite the "Possible Solutions" (or other band) to participate. Arrange for guest "celebrity" bartenders (which you invite) & have tips go to your campaign. Do 50/50 raffle.

Ticket Giveaways/Gift Certificates

Give free tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives. Give movie passes to every employee who meets the challenge of pledging a certain dollar amount. In addition, enter the names of all employees who turn in a signed pledge form during the first hour following the kickoff into a special drawing.

Trivial Pursuit Match

Create a pool around the winning team and give all employees who bet on the winners a prize. Hold the challenge during a staff meeting. Give the event a game show flavor with participants using bicycle horns if the answer is known.

Wii Bowling/Tennis/Golf, etc. tournament

No need to even leave the office! Staff pays \$X entry fee to compete. Create teams, add popcorn, snacks, etc. along with cheering section. Award prizes to winners.

Wine Tasting

Procure wine and arrange for flights paired with bread/fruit/cheese, etc. Charge \$XX, and provide information about the wines. (Keep in mind those events involving alcohol may not be permitted in conjunction with your workplace).