

Ways to Energize Your United Way Campaign!

50/50 Drawings

50/50 drawings are one of the easiest and most popular ways to help raise money for a United Way campaign. Sell tickets for \$1 or 6 for \$5 to employees. After tickets are sold, the total amount collected is divided by two, with half of the money going to the winner and half of the money going to United Way. Make it a several week celebration or host several throughout the year. Make sure to post the winner's picture and amount won in your company's newsletter in a break room.

Silent Auction

Silent auctions can be fun and creative! Have employees, including executives and managers, auction off services or goods for which they are well-known. For example, someone who is a great car detailer might auction off a full car washing and detailing. Someone with great baking skills could auction off a home cooked meal. Have fun with it!

Putt-Putt Golf Tournament

Not a lot of professional golfers in your office? No problem! Everyone can putt-putt! Host a putt-putt golf tournament with all proceeds benefitting United Way. Make it a family affair by inviting employees' spouses and children out to play, too.

Company Picnic

Company picnics are a great time to bring in a United Way speaker to talk about the organization or to say thank you to your employees for giving. Fun games can also be set up for families in attendance with proceeds benefitting United Way.

Used DVD, Book, CD, etc. Sale

Cleaning out your closet and want to get rid of old DVDs, books or CDs you don't use anymore? Host a used DVD, book, etc. sale. Remember, "One man's trash is another man's treasure!"

Bowling Tournament

Collect pledges for games bowled. Everyone can donate a penny or a dime a point. Some bowling alleys may offer a special deal where everyone is charged a set price and half the proceeds support United Way.

New Book Sale/Plant Sale

Invite a company to come in and sell books or plants, with a portion of the profits to benefit your United Way campaign.

Employee Cookbook

Collect group recipes and helpful household hints and put into a customized cookbook. Employees' children can create illustrations for the book, including the cover. Print and bind the books by a local business or seek out a professional printing company who specializes in such fundraisers. This is one of the most popular and successful fundraisers.

Theme Baskets

Each department within your company sponsors a theme basket (golf, chocolate, spa, Razorback, etc.) by purchasing products to fill it up. The baskets are then auctioned off via live or silent auction.

Chocolate Chip Cookies Contest

Ask employees to enter homemade cookies into a contest. The campaign committee members serve as the judges for the competition. All employees can take part in the contest, if not as a contestant, by donating \$1 to sample the cookies. The winning recipe receives a chocolate medal and bragging rights.

Balloon Pop

Employees 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. Employees pay \$1 to buy a balloon and pop it to find out what prize they won.

Ice Cream Social

Staff employees pay \$1 per scoop of ice cream and \$.50 a topping. Root beer or Coke floats are also popular treats.

Paycheck "Pocket Change"

For a period of time, employees donate any change above an even dollar from their paychecks.

"White Elephant" Sale/Auction

Employees donate unique "white elephant" gifts that others can buy at affordable prices.

Coupon Books

Many organizations that sell coupon books will sell the books at a discount to other organizations that are fundraising.

Casual or Dress Down Day

Friday's can be a dress down day all year. Employees pay to wear jeans or casual attire. Call the United Way office to find out about Casual Day buttons.

A Dollar an Inch Contest

Executives participate in an all day competition to end the day with the shortest tie. Employees cut an inch off their favorite executives' tie each time they give to the community.

Picture Match

Invite employees to try their luck matching baby and/or pictures of management. Award the entry with the most right answer a paid day off or some other incentive. Charge employees \$2.00 per ballot.

Blue Light Special Rallies

Hold daily/weekly Blue Light Special Rallies throughout your employee giving time. Different divisions, departments, or project areas host each rally. Have a non-profit organization representative speak about community services and the importance of each employee's support.

Many of the above activities and events have proven to be highly successful at companies supporting United Way throughout our area. For more ideas or information, contact Sarah Fowler, Resource Development Director, at 479-782-1311 or by e-mail, sarahfowler@mynewroads.com.