



United Way

“FUN” FUND RAISING IDEAS & THEMES

A fund-raising campaign that is fresh and fun makes your job as our Campaign Employee Co-coordinator (ECC) more enjoyable and creates increased awareness among your co-workers. With that in mind, here are some creative sparks—examples of ideas and events—to help ignite an exciting and effective United Way employee campaign for the up coming fiscal year!

The agency needs in Western Kentucky continues to grow each year. United Way continues to focus on the caring power of this community to improve people’s lives. Your additional donations through fundraising will help us meet some of those unfunded agency needs.

Included are simple campaign promotions, as well as unique, successful special events. Remember that not everything you do has to make money. Sometimes just getting together for fun and team building can be a good way to remind people about United Way and our agency awareness. Many companies include fun activities in their United Way Kickoff or as a thank you to their employees for contributing to a great United Way campaign.

Please feel free to call United Way of Western Kentucky’ office at 442-1691 for any additional support or needed materials.

Appreciation Carnation - sell carnations as a sign of appreciation from one employee to another. For an added twist, send the flowers anonymously, and the receivers can pay \$1 each to find out who sent the carnations to them.

Anti-Complaint Day - charge co-workers \$1 for each time they complain about anything.

Assembly for the holidays — “Some Assembly Required Service” during the holidays, a service for those folks who don’t know how to put all the parts together.

Art Sales - have pre-school and elementary students produce great art and have a show. Parents and friends buy back their budding artist’s masterpieces.

Ask everyone you meet. - don't prejudge whether people will give. Let them say no or ignore your letter rather than not ask.

Auction off a prime parking space at work.

Auction off a half or whole day off from work.

Auction off other team members to work a day for someone.

Auction off a picnic -- assemble everyone together in your cafeteria, or some other general meeting area, and auction off a picnic lunch your team has prepared.

Auction off the boss -- have the boss or department heads as your assistant for a day at work.

Baby or Pet Picture Matching Game – Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Make it a fundraiser by inviting employees to donate a small fee to vote and award a fun prize to the participant with the most right answers.

Back to School – relive the glory years of schools without all of the homework! Collect book supplies for a United Way grantee partner. Invite a United Way speaker to talk about recent results in the area of early learning and literacy. Hold a spelling bee or email community pop quizzes for employees and award prizes.

Bagging it - designate a day as “Brown Bag Day” every month or every other month. Encourage staff to bring their lunches on that day and donate the money that they would ordinarily spend on going out to lunch. Post results after each Brown Bag Day so that employees can track the event’s success.

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’ve won. Include a United Way fact in each balloon.

Basket Auction - ask each department at your organization to sponsor, create and fill a theme basket (spa day, chocolate, golf, cooking). The baskets are then auctioned off. This event has been very successful at several area companies and is a great way for folks to show off their creativity and caring.

Bowling for United Way - create a fantasy bowling alley, where departments design a lane. Use empty milk jugs or two-liter pop bottles for pins, softballs or Nerf balls for bowling balls and give a prize to the top bowling team and high bowler.

‘Buy a Big Shot’ Auction - get executives to donate a half-day to your campaign. Auction off each executive to the highest-bidding employee or department. The executive will then work in the department for a half-day and answer the phone, “Hello, I’ve been auctioned to our payroll department for a half-day in support of United Way...”

Babysitter Service -- babysitters are always a commodity!

Bagel Sales -- talk to a local vendor or store and ask them for a discount on bagels if you buy a few dozen each Friday. Take them to work and sell them. Also good for soft pretzels and donuts.

Balloon Day -- this is great for students. Sell a balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloons and messages. Great for Valentine’s Day! You could also use flowers with messages attached.

A “NO-Bake Sale” -- where co-workers pay so they don’t have to bake goodies.

Barbecue Lunches -- Prepare and sell barbecue lunches! Charge extra for delivery.

Best Legs Contest -- take anonymous pictures of several men's legs and attach each photo to a jar. Employees vote for the best legs by dropping money into the jars. The "winner" gets a special prize!

B-I-N-G-O -- bingo games. Don't forget to ask participants to donate their winnings!

Block Party -- have a neighborhood block party. Sell food & charge admission!!

Book Sale -- dust those bookshelves and have a book sale!

Boss For the Day -- allow people to bid on being boss for the day. Highest bid wins!

Bounce-A-Thon -- at a local elementary school each student was given a collection envelope to take home in order to collect pledges for bouncing a basketball for one hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

Bouquet of Flowers -- ask a local florist to donate one bouquet of flowers for January, February, & March, then have the employees take a chance to win some springtime for their desk.

Bowling Chance -- \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike, your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once. Team is to solicit a nice prize for the drawing.

Bowl with friends -- go bowling with friends and collect donations.

Bridge Luncheon -- Charging \$15 a person and ask attendees also bring in donations. Encourage people to bring friends, make sure you have enough tables set up. The food is simple, mostly finger food (sandwiches, fruit, veggies and sweets). You can also provide door prizes for the winners. Doing something that people enjoy is what counts most; you can have fun for a cause!

Bus Tours -- arrange for a bus trip to New York City, Atlantic City. Your team sells the tickets and gets a portion of the ticket price. The tour company handles the rest.

Classy Brown Bag Lunch

Charge a small fee for attendance at a series of brown bag lunch classes where attendees have the opportunity to learn a new skill (flower arranging, pottery painting), relieve some stress (yoga, time management), or better their health (heart healthy cooking). Ask an area teacher or trainer to donate their time, and/or ask your United Way representative to tap the resources of an expert from one of our partner agencies.

CEO Car Wash

Employees donate \$5 to have their car washed at high noon by their boss. Take photos of the employees and the boss washing their cars and post them (for a fee) on your company's intranet. Charge extra for special services such as interior cleaning and polishing tire rims.

Community Fair

Serve hot dogs, soda and popcorn. Set up stations that include homemade carnival games, such as ring toss, duck pond and jelly bean guess, and information about different United Way partner agencies. Give each employee a passport to be stamped at each station; each completed passport can be entered in a raffle for prizes.

Compliment-O-Gram

Make up special forms and sell them to office employees as a way to give a compliment to a fellow employee. Charge \$1 per compliment (\$2 if they wish to do so anonymously).

Culture Club

Every month, have a different department host a potluck lunch. Have the department pick a theme (nationality, region, etc.) and furnish the food. People then pay a certain amount (\$5 or so) to enjoy the ethnic eats.

Carpool for fun and profit! Ride together and donate your gas/toll money. Good for the environment, too!

Clean up with a neighborhood car wash!

Car Window Washes -- team can wash car windows at fast food restaurant's drive thru window.

Car Wash -- during the business day for customers and employees alike.

Car Bash -- secure an old car and for a donation you get to smash it three times with a sledge hammer to reduce stress or find a theme.

Casino Day -- hold a casino day where the players gamble for play money which they can use to buy items donated by local businesses.

Casual Day -- "Dress Down day" - employees pay to dress casually.

Celebrity Servers -- restaurants team up with local celebrities to serve up the food. The restaurant donates a percentage of the evening in support.

Chain Link -- A school fundraiser that really works and builds competition between classrooms. A group of schoolteachers sells slips of paper to make a paper chain link. They sell each strip for 10 cents. Each classroom's link was a different color. They bring the chain together after it has been linked together with all of the classrooms to be exhibited.

Change -- "**A Little Change Makes a Lot of Cents**" -- bank and credit union teams post this message at the teller line, "donate the 'cents' from your deposit and support local agencies. If your check total is for \$185.67, your donation is just .67 cents.

Challenge another agency to raise more than you. Some radio stations may gladly put your challenge on the radio.

Challenge by the Boss -- get the boss to agree that if every employee raises a minimum \$100 that he/she will dress up like a pig, shave his beard/head, sit in the dunking booth, get a pie in the face, etc.

Change jar -- keep a change jar in high traffic areas.

Chili Cook-off -- **HOT, HOT, HOT!**

Cajun Style Red Beans and Rice Party

Christmas Trees/Wreath -- ask a local retailer to donate \$1 for every tree and wreath sold or to donate trees/wreaths for your team to sell. Another idea: volunteer to work the local tree lot for a night if the retailer will donate a percentage of that night's sales.

Christmas Party -- play carols, serve cookies, decorate a tree, have pictures with Santa, and charge admission.

Cleaning Service -- provide a housecleaning, attic, basement or garage cleaning service.

Coin Cans at Sporting Events -- use coin cans during sporting events to collect donations. Have the event announcer tell the crowd what you are doing and why.

Coin Rolling -- save all your extra change and then roll it once a month. You'd be surprised how much money you'll have!

Coin Toss -- ask the local mall if you can collect all the coins tossed in the fountain for a designated time period. Be sure to have signs up stating that the coins will be donated to your agency.

Comedy Club -- ask a local comedy club to host an evening in support of your agency. Invite everyone to sell tickets.

Craft Fairs -- many teams take advantage by having craft table/drawings at these festivals.

Crafts -- in a holiday mood? Craft tree ornaments & sell them! Sell those homemade treasures!

Cookbooks -- collect recipes from employees and have them published, and sell them. Can be produced for approximately \$2 each and sold for \$7 - \$8.

Dance - students can hold a school dance with the admission fee donated to your agency.

Day Spa -- provide hair cuts, manicures, massages and charge a fee.

Decorating Service -- No time to decorate? Provide a Holiday Decorating Service -- for a donation, of course!

Dime-A-Dance - You could also get a local dance instructor to provide lessons during breaks at your corp.

Dinners, Dinners, Dinners -- spaghetti dinners, gourmet feasts, etc.

Drawings for a donated item from a local business (dinner for 2, movie tickets, etc.)

Host a theme dance or party -- Sock hop, beach party, disco, square dance, dance for senior citizens, etc.

Deliver meals -- have a meal day where your team will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

Deliver Flyers -- see what businesses distribute flyers in the weekly paper or through the mail. Offer to have your agency/volunteers to deliver inserts at each house in town for one or 2 weeks. This will

save them money. In Washington State, the phone company paid a high school team \$2500 to distribute the new phone books in their community.

“Diamond Pins” -- take a safety pin, a 3-4 inch piece of ribbon (your agency’s colors and a dime. With the safety pin closed, slip one end of the ribbon through the pin and bring it through to make the ends meet. Spread the ends of the ribbon out a little and cut them on the diagonal, making a badge of sorts. Place a drop of hot glue on the ribbon, gluing it together near the safety pin and then glue the dime (heads up!) to the ribbon. You now have a “Diamond Pin” – actually a “dime and pin.” These can be sold and make great gag gifts. Attach them to cards that say: “All proceeds from the Dime & Pins are donated to your agency”

Duck Race - an old fundraiser. Sell rubber duckies who will “race” down a local stream or river with the owner of the winning duck getting a donated prize (movie tickets, gift certificates, etc).

Dunking Booth -- set up a dunking booth at a local community event and recruit local celebrities to sit in the booth. You can also charge a “dunking fee” that people will pay to have someone else sit in the booth!

eBingo (Electronic Bingo)

Sell Bingo cards for a small fee. Send emails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an email to all users, and, of course, she or he will win a donated prize.

Easter Egg Sale -- take orders for an assortment of chocolate Easter eggs

Breakfast with the Easter Bunny -- sell tickets for children to eat breakfast with the Easter bunny followed by an egg hunt.

E-mail -- email all your friends and associates for donations.

Envelopes at Restaurant Tables – agencies generate donations by placing an envelope at every table. Waitresses check envelopes after each seating.

Errand Service -- Never have time for all those errands? Run an errand service!

Fashion Hang-ups - Employees can bring in unique fashion accessories to affix to one of a group of willing managers throughout the day for \$1 per piece. In turn, a manager can remove any item for \$2.

Fashion Show - Have employees ham it up and model items, such as sweat shirts, hats and jackets, with your company’s logo. Employees who attend have to pledge at least a certain amount of money to United Way, and they are entered in a drawing for the items that are modeled.

Face Painting -- set up a booth at a local community event. Kids love it!

Flowers & Plants -- sell corsages, your donations will blossom. Sell your extra houseplants or bouquets from your garden!

Fruit Baskets -- ask local stores to donate the fruit, baskets and cellophane. Your team sells the baskets in advance (\$20 per basket). Then you have a "Basket Making Party" where you make the baskets. Each team member delivers the baskets they sold.

Fry Day Friday -- ask a local fast food restaurant to donate a dime or percentage from every order of fries sold every Friday for a specified amount of time.

Furniture Sale -- auction off excess furniture.

Got Games?

Educate employees about United Way and its partner agencies in a fun way by incorporating a game show theme. Use information from United Way printed material (such as the agency brochure), our Web site to create quizzes inspired by different game shows. Play the game(s) at a group meeting, or give everyone the opportunity to play by creating a worksheet or posting questions online. A few ideas...

•*Jeopardy: Have 10 "answers" about United Way; have employees write down the corresponding "questions."*

•*The Price is Right: Employees guess how much of a United Way contribution could be used for a specific service or program (\$1, \$5 or \$10 a week).*

•*Let's Make a Deal: Go around the office and ask random United Way-related questions ("Name two agencies that help older people," "Which United Way partner agency is closest to our office?"). Each time someone gets the answer right, give him or her prize on the spot. Ask your CEO to go with you and hand out the prizes.*

Game Nights -- get your staff & volunteers together once a week/month for Game Night. A different team member hosts with each team member bringing a food dish. Everyone pays \$5 to play with all the money going to your team.

Gift Shopping Service -- your volunteer does the shopping for those people who have no time to do it themselves.

Gift Wrap -- during the holidays, set up at the local mall or in a particular store. Get the paper, ribbon and other supplies donated Mothers Day Gift Wrap is an ideal time for teams to offer a gift wrap booth.

Glow Sticks -- when the sun goes down, sell glow sticks at an event.

Host a Garage sale.

Golf Tournament -- organize a golf tournament benefiting your agency.

Hats Off -- A student can ask his principal for permission for all the students in the school to be allowed to wear hats for a donation of 50 cents a day for one month. This young man, at the end of only one month, raised \$1,100!

Haunted House -- organize a haunted house and charge admission. Don't forget the hayride and apple cider.

Hole-in-One -- set up a portable putting green and for a donation let people try to putt it in. Have prizes for anyone who gets a hole in one!

Hot Dog at School -- a principal at an elementary school agreed that if ALL the teachers would raise \$100 each, he would dress up like a hot dog and let the students squirt ketchup, mayonnaise, mustard and relish on him.

Ice Cream Social -- plan one at your place of business or for some friends.

Iron Chef -- give your company's gourmets a chance to show off. Host a cooking competition and ask participants to bring a crock pot filled with their favorite recipes which will be judged by a panel of judges. Or provide ingredients and make it a microwave or E-Z Bake oven cook off.

Just Desserts - Tempt employees with a variety of donated desserts by loading pastries on a cart and making the rounds from office to office (or cubicle to cubicle) during the afternoon. Or, start the day off right by carting around breakfasts for sale, including donated bagels, donuts and juice.

Jail & Bail -- another old fundraiser. For a donation employees can be arrested and for an additional donation can post their own bail OR employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised (\$100+ per inmate).

Jewelry Sale -- work with a wholesale company to sell jewelry with your team receiving a percentage of the sales. Or have an estate sale -- have your team members donate jewelry they don't wear anymore, have a jeweler clean it up for you, then have a sale.

Kids' Coloring Contest - A colorful way to get everyone's kids involved is to have children (sons, daughters, nieces, nephews, neighbors) color a United Way logo or have them make a picture that shows giving or sharing. Display the artwork. These pieces of art are great to use on thank-you cards, t-shirts or bookmarks.

Kinder at home -- offer to baby-sit and entertain the tots for a fee.

Kiss The Pig -- select three to five well-known & well-liked employees or community leaders. Have the employees/community choose the individual they would like to see kiss the pig by dropping donations in jars. Each contestant has their own jar and the one with the most money in their jar has to kiss the pig!

Let's Karaoke - Have participants pay to enter the contest or pay to have company executives sing a song of your choice. Have costumes and props available.

Loose Change Roundup - Choose a day to have your CEO or another representative walk through the company to gather change from employees. Have employees empty their pockets, purses, wallets and desk drawers.

Lunch Box Auction - Employees supply lunches to be auctioned. Display the lunches and give prizes for the most creative, nutritional, elegant and fun lunch. Ask your United Way representative to schedule an agency speaker from a United Way-funded food pantry or nutrition program.

Lawn Service -- while you are mowing your lawn, mow someone else's!

Write one letter for friends and another for business associates. If you use a computer to personalize your letters (or if you hand write them), thank them for the specific amount they gave you last year. Consider the last pay date for before the event for many people - a time when lots of people write checks. Ask to have the checks returned to you by the middle of April - it's harder for people to ignore when there is a due date other than the event date. Don't forget to include a self-addressed, stamped envelope for a better reply rate.

Line Dancing -- work with a local club or hall to offer a night of line dancing lessons. Get a DJ to donate their services and get someone to teach the lessons.

Lunch with the CEO -- auction off a lunch or maybe a round of golf with the CEO or president of your company.

Midnight Breakfast - If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees, and ask your United Way representative to schedule an agency speaker.

Mini Indy 500 - Rent or borrow remote-controlled cars and set up an "Indy 500" race. Use office supplies to make the track more interesting. Teams can be sponsored to compete. Spectators can place bets on their favorite team or car.

Monopoly Money Auction - Give a certain amount of play money to each employee who pledges. Give bonus play money for those who increase their donation by \$1 per pay or get their pledge forms in by a certain date. Invite employees to an auction where they can buy prizes with the play money.

Movies -- rent short videos (old, classic films are great or cartoons) and have a movie week during lunch hour. Charge admission and invite employees to eat their lunch while they watch.

Matching Funds. Ask your CEO/President to match the total raised by your team or to be the leading donor for your team.

Massages -- offer massages for a donation.

NASCAR Raffle -- get together a variety of NASCAR promotional items, especially if you can get an autographed item from a driver and hold a raffle.

Non-alcoholic Cocktail Party -- have a non-alcoholic cocktail party and ask for donations. You could also have a moving party where each team has a different appetizer or drink available. People go from home/business to home/business sampling all the different goodies.

Office Olympics - Schedule one competition per day for a week. Divide employees into different teams (by department, or better yet, randomly) and have the team choose different members to participate in each event. Award medals at an end-of-the-week ceremony. This event raises awareness of the campaign and emphasizes the teamwork that your workplace and your United Way need to get the job done. Event ideas include shooting crumpled paper into waste baskets, an office-chair obstacle course, a briefcase toss and a typing test.

Odd Jobs -- call on neighbors and ask to do some odd jobs, such as cleaning out rain gutters, shoveling snow, raking leaves, etc.

Open House -- a fitness center team held an open house with a variety of toning and aerobic classes offered throughout the day.

Paper Airplane Toss - Use hula hoops as your targets. With an entrance fee going to the United Way campaign, have people throw paper airplanes (you may have to show them how to fold the airplane, lessons will cost) into the hula hoops. Award prizes for the longest and straightest flight.

Penny Wars - Divide into teams, obtain large jars (ask area water cooler companies for a donation; they usually have lots of jars that are intact but are no longer watertight), and have the teams decorate them. Put pennies in your jar to increase the score and sabotage others by adding silver coins and dollar bills, which decrease the score.

Pumpkin Carving Contest - Plan a Halloween theme and hold a pumpkin-carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families to use in the contest. Charge \$5 to enter and \$1 per vote. Award prizes for various categories: best traditional, most creative, best effort by group, best effort by an individual.

Pancake breakfasts

Parking -- sell parking spaces during major community events such as fairs, carnivals, etc. Or provide valet parking service for a donation.

Payroll deduction -- employees can make their own contribution by having it deducted directly from their paycheck.

Penny Harvest -- send a notice around your office or neighborhood asking for just their loose pennies. Tell them you will be by to pick up their pennies on a specific date.

Penny Jar -- popular with school teams. A clever twist on this old favorite is to have the award go to the team who raises the least amount. The teams will "sabotage" each other by putting more pennies in the other team's jars!

Percentage of Sales -- great for retail/restaurant teams. Designate a percentage of one day's sales or proceeds and let the public know so they will buy more. Other teams can ask local stores/restaurants to do this for them if the store doesn't have their own team.

Pet Fashion Show -- have a pet fashion show for pets to flaunt their favorite outfits. Charge an entry fee and vote for the best outfits, most creative outfits, etc.

Pet Service -- love pets? Start a pet walking or sitting service. How about a dog wash service?

Pies -- find which fruit is in season and sell your delicious pies!

Pie Toss -- one school takes orders for pies for \$5 which is then delivered to the recipient. They have the option of getting hit with the pie, buying the pie for \$5 or sending back to the person who sent it to them for \$10.

Pot Luck Lunches at the Workplace -- name every Wednesday pot luck day. Staff & volunteers take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace at a set price or donation.

Pretty Baby Contest -- of employee's baby pictures! Have donation jars set up for votes. The jar with the most donations wins!!! Get prizes donated for the winner. People will love seeing baby pictures of their co-workers and bosses. Have a sheet for people to guess who is in the pictures.

Publicize your team's participation in the company newsletter.

Quarters collection -- this is a great fundraiser for schools. Collect empty film canisters and distribute them to students, who collect \$7 worth of quarters in the canisters.

Questions for the cause -- one team raised money by having their boss, who was constantly being asked questions, charge \$1 for each question. Word spread throughout the company about what he was doing and everyone started asking questions and paying up.

Quilts -- quilt made by the employees themselves. Sell quilt squares in honor & in memory of people with cancer; squares of 4x4 for \$5, 8x8 for \$15, and 12x12 for \$25. Raffle off the quilt.

Reality Campaign -- Get 'real' with your employees and host a campaign with a theme centered on Reality TV shows, activities might include a "Who Wants to be a Millionaire" trivia contest, a "Survivor" obstacle course, an "Amazing Race" scavenger hunt or "American Idol" karaoke or lip synching contest!

Recipes for Success - Ask employees to donate a favorite recipe or two and compile them in an employee cookbook. When selling the cookbooks, have samples of some of the food featured in the book. Or, have a potluck lunch and collect, create and sell the cookbooks soon after. Other ideas for employee-input publications include favorite jokes/riddles, motivational quotes and household/timesaving hints.

Reverse Tour- One organization hosted an ice cream social for children from a Paducah Day Nursery, Oscar Cross Boys & Girls Club or a low-income Girl or Boy Scout troop. This event allowed employees to interact with some of the individuals their contributions help while giving the children a unique field-trip opportunity.

Rec Room Bingo -- make your living room a bingo hall & invite the neighbors. \$10 donation to play. Get prizes donated for the winners.

Recycle for a cause -- collect aluminum cans and take them to a recycler. Or if you are near a bordering state that gives refunds on returnable, turn them in for cash.

Real Adult Prom -- hold a prom for adults! Don't forget a photographer!

Rock-N-Roll Party -- the neighborhood teens can get together for an evening of fun & music in your family room and the other parents can pay not to have the noise at their house.

Romance -- cater a romantic dinner for two!

Shaving for Dollars - Have a staff member challenge the other employees, “if we make our goal, you can shave my head!” Employees take turns shaving the person’s head as customers and other employees look on. An alternative could be to shave off a mustache or beard.

School Carnivals

Shoe Shines -- the enlisted men would love it..

Shutterbug Mania -- into photography? Take candid shots around community, schools, etc. & sell to the subjects! Or take photos at a friend's wedding!

Skate for the cause -- get a group together for roller-skating or skate boarding with each person making a donation.

Skunk Them -- one hospital group put a stuffed skunk on co-worker’s desks. They needed to give a donation to be “de-skunked” and make the skunk disappear.

Splash Hop -- hold a splash hop swim party at your local community pool or YMCA. Have it in the winter at an indoor pool, complete with tropical snacks and drinks. It will be a little taste of paradise in the winter.

Sponsors - ask your neighborhood to make a donation to an agency. Ask businesses you regularly support to be \$100 contributor.

Sports Tournaments -- teams organize bowling, hockey, basketball and soccer tournaments.

Sports Challenges -- set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Charge an entry fee and admission fee.

Stay At Home Tea -- on Valentine’s Day charge \$1 donation for the pleasure of having your cup of tea at home.

Story time Reading -- charge for story time local venue. Really get creative with costumes and characters acting out the stories. Parents will love it!

Super Bowl Party -- organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this for basketball playoffs, the Indy 500, Masters final round, etc. This is an especially good idea for any team member with a large screen TV.

Take a Day Off for United Way - Employees “buy” a vacation day. When employees choose to participate, their wages from the day’s work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the campaign. This is a win-win situation: the organization achieves high participation, the employees get a vacation day, and the community is helped.

Talent and Service Auction

Showcase the talents of employees by auctioning off their unique services. Suggested services include: Dinner for Two Serenade, Maid for a Day, Mr. Fix It, Christmas Decorator, Car Detailer, Golf Lessons, etc.

Taste of Napa Valley – Hold a wine and olive oil tasting event and invite your employees and their guests to rate each using a special rating sheet. Send an email with information about your employee’s recommendations and favorites. Hold a raffle for contributors and include a variety of wine country products.

Tie One On for United Way - Ask your CEO to be a living, breathing goal thermometer. The CEO is asked to wear the same tie every day during the campaign. As you get closer to goal each day, cut the tie accordingly...until it disappears.

Trash or Treasure Raffle - Ask employees to bring in a wrapped white elephant item...an unwanted, still usable (although not necessarily useful) object from their home. All who donate can get a raffle ticket, and when their name is called, they can choose one of the mystery items. Don’t forget to publicize the winners and their new treasures.

Trivial Pursuit Tournament - At your company’s kickoff event, ask those interested to sign up in teams of 4 for the Trivial Pursuit Tournament. Teams register for \$20. First, hold an elimination round – when teams are unable to get together, use the speaker phone and conference call your teams together. Work your way down (like the NCAA brackets) until you have the final 2 teams. Then, hold the championship at your wrap up event. Each team could decide which version of Trivial Pursuit they wanted to play- traditional version, anniversary edition, Friends TV Show edition, etc. Money from the entry fees can be added to your United Way campaign, or split it with United Way and the winning team for prize money.

Table Tents -- ask a restaurant if you can put table tents on their tables asking patrons to contribute to an agency by adding a donation to their check.

Tailgating Party -- hold a tailgate party (at the game or in your house) before the game and ask for donations.

Taste of the Town -- ask several local restaurants to donate food. Sell tickets and have all the restaurants set up their dishes in one local location, such as a community center. Your guests pay one price and get to sample many different foods!

Tupperware Party -- how about the profits from a Tupperware party?

Turkey Drawing -- offer a dollar to win your Thanksgiving/Christmas turkey.

Cold Turkey Subs -- encourage sub/pizza shops to donate a set amount (.50 cents) from each cold turkey sub sold to benefit your agency or to donate the subs for your volunteers to sell.

Ugly Bartender Contest -- get all the bartenders in town to agree to be in your contest. For \$1 a vote, a lot of money can be raised, with the winner getting some sort of prize.

Ugly tie or earrings contest – Have contestants pay to enter the ugliest tie or earring contest. Take pictures of the participants with their tie or earrings and have employees ‘vote’ on the ugliest tie and or earrings by contributing a dollar for each vote

Vending Machines -- coordinate with your vendor to add .05 cents to the cost of a snack or soft drink with the extra nickel going to your agency.

Video SALE! How many times can you watch “Forrest Gump”? Sell those old videos.

Votes -- select three to five well-known & well-liked employees (must be men) and have the employees cast their vote (\$1 donation) for the individual they would like to see dress as a woman. Individuals with the most votes will spend an entire workday dressed like a woman.

Wild Game Supper – Great for areas with lots of hunters! All food is donated and you can also have donations of hunting trips, hunting stands and other paraphernalia that goes along with hunting. Sell tickets to the dinner for \$25.00 each and auction off the other donated items.

Wine Tasting – Ask a local restaurant/winery to host an evening wine tasting. Charge \$100 per couple. The restaurant provides the wine and glasses and your team provides the cheese and crackers and other munchies.

Yard Displays -- Place plastic pink flamingoes, wooden cows, or even a purple & pink port-a-potties in the front yard of unsuspecting donors and request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are placed in next, and another donation as insurance that they don't wind up back in their yard again. Don't forget to include an envelope for their donation.

Yard Sale -- Hold the ultimate Yard Sale! Coordinate with other volunteers or agencies and designate a day to increase business by sending buyers from sale to sale. Have maps printed up showing where all the sales are.

Zoot Suit Party -- hold a swing dance party and give an award for the best Zoot Suit.

PLUS thousands of websites available for fund raising ideas!

United Way of Western Kentucky

120 S. 3rd St.

Paducah, KY 42001

270.442.1691 phone

www.UnitedWayWKY.org