

## RESOURCES

Your United Way Campaign Manager is here to help you energize, engage, and inspire employees throughout your campaign. Contact [campaign@unitedwaygbacc.org](mailto:campaign@unitedwaygbacc.org) for help with your questions, scheduling speakers, and implementing new campaign strategies.

## TOOLS FOR YOU

Our team has curated a branding kit designed to help you host the best campaign possible! Our campaign toolkit is publicly available online with contact information listed as well for pieces that may not be readily available yet..

This toolkit is updated annually to provide you with up to date resources to successfully manage your campaign. This Toolkit includes access to United Way Logos, Campaign Materials, Digital Content, and Email Templates.

## FUNRAISING IDEAS

Each workplace campaign is unique, tailored to fit your organization's culture. Here are some ideas for fun special events that can be done around the United Way campaign. *United Way staff will assist in any way for planned events.*

1. **Silent Auction:** Gather a variety of items for bidding where employees write down their offers, with the highest bidder winning.
2. **Cook-Off Contest:** Employees pay to enter a cooking competition judged by a panel of peers. (chili, salsa, cookies, etc.). Employees can pay to vote on the contest too!
3. **Fun through Food:** Have a food truck on site, an ice cream social, a hot dog sale, or catered lunches.
4. **Garage Sale:** Employees clean out their closets and set up a company-wide garage sale to benefit United Way.
5. **Vacation Day:** Have employees "buy" a vacation day by contributing a day's wages to United Way.
6. **Flamingo Flock:** Flock someone's yard with plastic flamingos. The person who was flocked then pays to remove the flamingos and chooses the next yard to be flocked.
7. **Goofy Hats (similar to flamingos):** Buy a hat for \$5 to put on a coworker. \$10 to remove a hat. \$25 for insurance to not be "hatted."

8. **Valet Parking:** Have employees pay to have the CEO/upper level management valet park their cars
9. **Beach Bash:** Decorate in a beach theme, have snacks, and tell staff to wear a Hawaiian shirt. Award prizes for the best outfits.
10. **Leadership duct-taped to the wall:** Employees pay \$1 for a length of duct tape, and the boss is literally taped to the wall.
11. **Administrators for Sale:** Employees purchase raffle tickets to win an administrator for the day. The administrator agrees to work for the winning employee or department that raises the most.
12. **Dunking Booth:** Employees pay for three chances to dunk the boss or other company leadership.
13. **Go home early:** Allow employees to leave work early by contributing to the fundraiser at the door.
14. **Casual Dress Day:** Employees pay to wear jeans, hats, or other casual clothes to work.
15. **Power Lunch:** Offer employees the chance to have lunch with an executive in exchange for a donation.
16. **Pet photo contest:** Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.
17. **Putting green contest:** Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.
18. **Who's the Baby Contest:** Ask co-workers to bring in their baby picture. Each week feature a new group of pictures on the bulletin board. Employees then purchase chances to guess which baby picture is their co-workers.
19. **Host a Fun Day:** Booths can be assembled for all kinds of fund-raising activities including a dunking booth, arcade games, children's games, train ride, pony rides, face painting, basketball free-throw challenge, food and drinks.
20. **Breakfast Break:** Pick up donuts or muffins and sell them to hungry co-workers.
21. **Basket 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.

22. **Change Cans:** Attach short messages to empty, clean paint cans and distribute them in high traffic areas. Example: “Reason #1 to Drop Your Coins in the United Way Change Can – 28 families saved from losing their homes in 2008.” “Reason #2 to Drop your Coins in the United Way Change Can – 43 service projects completed for citizens in need
23. **Car Bash:** Find an old battered car and allow employees to pay to take a swing at the car.
24. **Office Olympics:** Create your own office games to include such contests as: most creative voice mail, cleanest office, fastest typing, guess the number of steps from the copy room to the mailroom, etc.
25. **Tournaments:** Challenge other companies to a Saturday softball, basketball, darts, golf, or bowling tournament. Charge an entry fee and invite each company to sell refreshments.

**UNITED WAY STAFF WILL ASSIST  
IN ANY WAY WE CAN WITH ANY EVENT**