



# FUNDRAISING A TO Z

## A

**ASK:** The easiest way to raise money is to ask your fellow employees to make a donation to United Way of the Columbia-Willamette.

**ART SALES:** Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artists' masterpieces.

**AUCTIONS:** You can make a whole event out of it. Auction off the boss-have the boss or department head as your assistant for the day at work.

## B

**BAKE SALES:** Hold a bake sale. Or have a No-Bake sale where co-workers pay so they don't have to bake goodies.

**BINGO:** Have employees buy cards and send out bingo numbers via email.

**BIRTHDAY PARTY WITH A PURPOSE:** Individuals can have birthday parties and on the invitation state, "In lieu of gifts, please bring a check made out to United Way of the Columbia-Willamette."

**BLOCK PARTY:** Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, offer hay rides etc. Have fun and raise money for your team.

**BOOK SALES:** Do it in conjunction with a publishing house that will donate books or have everyone on your team bring in good condition used paperbacks or hard cover books. Set up a table to sell your books. Set it up in the break or lunch room.

**BOSS FOR THE DAY:** Allow people to bid on being boss for the day-highest bid wins.

**BOWLING CHANCE:** \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike, your name is entered into a drawing 2 times. If you throw a spare with your second ball, your name is entered into the drawing once. This one could be held on site.

## C

**CAN AND BOTTLE DRIVE:** Set up at a central location and collect cans and bottles from passersby. Return for deposit to nearest redemption center. You will need pickup trucks to carry the cans or ask a local redemption center or local store if you can set up in their parking lot so you don't have to carry the cans to be redeemed.

**CAR WASHES:** Have employees pay to have the boss wash their car.

**CHALLENGES:** Challenge another department or business to raise more money than you. Offer a matched donation challenge – for example, an executive team or the company will give an extra \$5,000 if employees raise the same amount in new or increased donations!

**CHILI COOK OFF:** Have a Hot-Hot-Hot chili cook off. Host a cooking contest between employees or departments. Who makes the meanest chili? Charge an entry fee or allow employees to vote by donating to their favorite dish.

**COOKBOOKS:** Collect recipes from employees and have them published and sell them. Can be produced for approximately \$2 each and sold for \$7-\$8. You need to be sure that all recipes are healthy and follow nutritional guidelines.

**CORNHOLE TOURNAMENT:** Bring your boards and bags to work! Host a tournament with an entry fee and/or enlist execs from your company to compete for the glory. Set up a lemonade stand or a grill and sell concessions to the teams and spectators.

## D

**DANCE OFF:** Dance contest between employees or departments. Pass collection buckets at the end of each act – have the top two or three compete in a championship round. Have fun and get funky!

**DISC GOLF TOURNAMENT:** Hold a tournament at your favorite course! Charge an entry fee and donate the proceeds.

**DOG SHOW:** Have employees bring their dogs to work and show them off during lunch time. Charge owners to enter their dog(s).

**DONUT DAYS:** Get Donuts donated from a bakery every Friday, and sell them at work.

**DUNKING BOOTH:** Enlist managers and execs to take a turn in the dunking booth and sell tickets to employees who want to see them dunked!

## E

**EMAIL:** Send email communications to remind your coworkers of campaign events and how they can donate.

**EVENT PARKING SPACES:** Sell parking spaces for community events near your home and donate the proceeds.

## F

**FAVORITE TEAM:** Employees can pay to wear the jersey of their favorite sports team to work.

**FLOWER SALES:** Work with a local florist or wholesaler and sell bouquets, potted flowers or individual stems (carnations or roses) at your place of work.

**FOOTBALL POOL:** Have a football pool where people bet on the winner of the game. The winnings are split between United Way and the winner.

**50/50 RAFFLE:** Sell tickets for \$2 a piece or 3 for \$5. The winning pot is split between United Way and the charity of choice for the winner!

## G

**GAME DAY:** Have a game day where everyone plays board games, charades etc. Charge an "entrance" fee.

## H

**HOAGIE SALE:** Hold a hoagie sale at work or around town, taking orders ahead of time.

**HOLE-IN-ONE:** Set up a portable putting green and for a donation; let people try to putt it in.

**I**  
**ICE CREAM SOCIAL:** Sell ice cream during lunch or in the afternoon. Ask managers to treat their teams or departments! Or, offer ice cream as an incentive for everyone who pledges – a ‘sweet’ way to celebrate your company’s fundraising success!

**J**  
**JEAN DAYS:** Allow employees to wear jeans on Fridays or official days. And make sure you secure stickers and/or make signs that show employees and customers that they are wearing jeans in support of United Way! \$5-\$10 per day is the average donation.

**K**  
**KISS A PIG CONTEST:** Recruit a local celebrity to kiss a swine when a certain amount of money has been raised. Also has been done as a contest. Whoever raises the least must kiss the animal.

**L**  
**LUNCH WITH THE CEO:** Auction off lunch or maybe a round of golf with the CEO or president of your company.

**LIP-SYNC CONTEST:** Hold a lunchtime lip-sync contest. Charge an entry fee and have the audience vote for the best act (\$1 per vote). Give a prize to the winner.

**LUNCH BOX AUCTION:** Employees supply lunches to be auctioned off. Give prizes for the most creative or elegant lunches.

**M**  
**MASSAGES:** Have a drawing for a massage for those who donate.

**MATCHING GIFTS:** Ask your company to match what you raise. Some companies have a matching gift policy, check to see if yours does. If they don’t, ask them for a corporate gift.

**MONEY JARS:** Set up money jars or coin boxes at your place of work.

**MOVIE WEEK:** Have a movie week during lunch hour at work. Charge admission or sell popcorn and invite employees to eat their lunch while they watch.

**N**  
**NONALCOHOLIC COCKTAIL PARTY:** Have a nonalcoholic cocktail party and ask for donations. Be sure to have your donation cans next to the refreshments.

**NOTE DAY:** Boost recognition by having employees write thank you notes for their fellow co-workers and pay to have them delivered.

**O**  
**OPEN HOUSE:** Provide your company’s services through an Open House. A fitness center held an Open House with a variety of toning and aerobic classes offered throughout the day. They also included a silent auction and babysitting. Ask for donations.

**P**  
**PANCAKE BREAKFASTS:** Hold a pancake breakfast on specific days.

**PARKING SPACE AUCTION:** Auction off the CEO’s parking spot or other prime spots.

**PAYROLL DEDUCTION:** Employees can make their own contribution by having it deducted directly from their paycheck.

**PERCENTAGE OF SALES:** Designate a percentage of one day’s sales or proceeds and let the public know so they can participate.

**PET FASHION SHOW:** Have a pet fashion show where you give everyone’s pet the opportunity to flaunt its favorite outfit. Charge admission and vote for the best outfit, matching outfits (owner and pet), wildest outfit etc.

**PIE SALES:** Much like bake sales, these are also popular. Especially around the holidays-take orders or set up a table at a busy grocery store or shopping center.

**PIZZA SALES:** Work with a pizzeria to give you a percentage of the pizzas you sell. Take orders and deliver them. OR put pizza kits together yourself. Also can work with a wholesaler to get pizzas at a reduced price or donated is even better.

**POTLUCK LUNCHES:** Designate every Wednesday as United Way Day, where campaign team members take turns making chili, salads, desserts, etc. and offer to employees at a set price or donation.

**PUMPKIN CARVING CONTEST:** Have a pumpkin carving contest around Halloween or try your luck at pumpkin bowling.

**Q**  
**QUESTIONS FOR A BUCK:** One department raised money by having their boss, who was constantly being asked questions by everyone, to start charging a buck for each question. Word spread throughout the company what he was doing and everyone started asking questions and paying up.

**R**  
**RACE FOR UNITED WAY:** Select United Way of the Columbia-Willamette as your charity of choice when you fundraise during your favorite walking, running, or biking race. Wear a Live United shirt as you participate!

**ROLL THOSE PENNIES:** Roll those pennies sitting in a jar on your dresser. While you’re at it roll the rest of your coins you have been collecting.

**RESTAURANT:** Local restaurants offer fundraising opportunities for nonprofits. Suggestions: Burgerville, Panera, Pastini Pastaria, Wendy’s.

**S**  
**SELL YOUR SKILLS:** Get the best gourmet chef in your department to agree to go to someone’s home and prepare a meal (for a fee of course). Get your VP to commit to wash an employee’s car, or several if willing. Have the company photographer take a family photo for a certain amount etc.

**SHAVE YOUR HEAD:** Have someone agree to have their head shaved once a certain amount of money has been raised.

**SHOE SHINES:** Shine shoes for donations.

**SOUP SALES:** Especially during the cold winter months, take orders from your coworkers and have a soup sale at work.

**STORY READING TIME:** Have an organized story time reading. Hold it at your place of work where employees can bring their children, work with your local library to have a special time.

**T**  
**TALENT CONTEST:** So you think your company’s got talent? Invite all acts to participate in a lunch-time show: Singers, bands, stand-up comics..you never know how talented your co-workers might be. Allow the audience to “vote” for their favorite via donations. Have an American Idol style final competition between the top acts. Enlist an exec or a well-loved employee to be your MC.

**TURKEY GIVE AWAY:** Great way to raise money during the holidays! Get a grocery store to donate a turkey (or a ham) for you to use as an incentive item. You could also do the same with a BBQ package for Memorial Day.

**TRICYCLE RACES:** Everyone wants to be a kid again. Grab some tricycles and form a race-course. Encourage departmental competition with prizes for the first to cross the finish line.

**U**  
**UGLY CLOTHES CONTEST:** Have a competition for the ugliest sweater, tie, hat, etc. Add jewelry!

**V**  
**VACATION DAY DRAWING:** Have a drawing for an extra vacation day or day off with pay.

**VENDING MACHINES:** Coordinate with your vendor to add .05 cents to the cost of a snack or soda prior to the campaign, with the extra nickel going to United Way of the Columbia-Willamette.

**W**  
**WRAP GIFTS:** During the holidays set up in the lunch room and charge coworkers to wrap their gifts.

**WALK-A-THON:** Employees get pledges for distance walked with prizes for the top distances.

**WATER BALLOON VOLLEYBALL:** Increase the challenge and fun of volleyball by substituting a water balloon for the volleyball.

**X**  
**XYLOPHONE CONCERT:** Hold a music concert or recital. Pass refreshments and ask for donations or sell tickets in advance.

**Y**  
**YARD SALES:** Just like the garage sales, work together as a campaign team, or have one individually.

**Z**  
**ZUCCHINI RACES:** Make a track and see who can build the fastest mini vehicle. A zucchini must be incorporated into each vehicle design.



United Way of the  
Columbia-Willamette