

Best Practices



FUN-RAISER IDEAS

United Way Days – allow employees to dress down as incentives to make a pledge. If your business already has a casual or jeans day each week, try something new like “Pajamas Day,” “Sports Jersey Day,” “Hat Day,” etc. and provide a little prize for the best outfit or team who participated the most!

Coin or Penny Wars– Have departments compete to see who can collect the most loose change the campaign. Collect coins throughout your whole campaign timeframe and put them in large water jugs. The team who collects the most wins a pizza party and bragging rights!

Cookbook or Kids Coloring Book– collect recipes, household tips or even drawings from your employee base to create books you can publish and sell to benefit UW.

Garage Sale or Silent Auction – Help employees declutter, get new treasures, and raise money for your campaign! You can even tailor the sale with a theme and do a “Clothing Sale,” “Book Sale,” “Movie/Game Sale.”

Charge Late Fees– Employees who arrive late for meetings pay a fee that is to be donated to UW.

Pet/Talent/Game Contests– create a pet photo contest, talent show or even a game/sporting event that allows teams and individuals to pay an entry fee for a chance to win a prize. Have employees judge and select a winner.

Snack Stations– Create an ice cream bar, taco bar, candy station or create a mobile cart that goes to your employees’ desks offering various food items for a small donation.

Bake Sale– allow employees to bring in homemade or semi homemade items to sell. The person who sells the most items or raises the most money wins a prize!

Raffles– gift baskets donated (and often made) by leadership or various departments can be raffled off through ticket sales. Hold the raffle (if possible) during a team meeting but at least share the winners (and their picture with their prize) on internal websites and emails. You can also provide additional raffle tickets to those who turn in a completed pledge form.

T-Shirt, Bracelet and Sticker Sales– create a custom t-shirt/bracelet/sticker and sell them during your campaign. Often companies make this an annual tradition and employees look forward to collecting these low-cost items.

Leadership Time Out– get the buy-in from leadership at various levels to allow employees to send them to a “time out” area for a certain amount of time. The more money they donate the more time the leader has to stay in “time out.” If the leader wants to get out of time out, they must match the donation. If they wish to stay in time out but bring their laptop to continue working, charge them a separate fee.

Leadership Car Washes– get management and executive leadership on board to wash cars one day during or after work for donations.