The United Way of Pitt County

MISSION
To mobilize resources and leadership to build a stronger community.

VISION
Champions of our community, empowering people and improving lives.

OUR VALUES
To best serve our community, we will:

- Practice care and stewardship of the resources entrusted to it.
- Focus on achieving the highest standards of organizational excellence.
- Believe in and nurtures the intrinsic worth of every member of our community.
- Be dedicated to achieving our mission and vision.
- Work within an environment of trust in which every person can contribute how or her unique gifts and minority opinions are valued.
- Work together to achieve far more than any one of us can accomplish alone.
A Successful Fundraising event...

Has two things in common: good planning and wide participation. Here are some ideas to spark involvement and fun! Successful coordinators say special events take planning. Ask yourself these questions before your event:

What do you hope to accomplish through the special event?

What are your goals?

- Educate co-workers, employers and friends about our mission, what our organization can offer to those affected and how we can help people in our local communities.
- Build morale, teamwork and pride!

What resources are available?

- People
- Materials
- Inspiration

Think about the return on your investment.

What makes a special event valuable? What returns do you expect? Above all, have fun and say thank you to everyone!

The compilation of fundraising ideas in this booklet represent over twenty years of creative fundraising brainstorming. Through the years, these tried and true methods have increased funds and awareness. By adding a fun element to your annual campaign, you will bring employees together for a collective purpose of creating impact in their community.

Trust your crazy ideas!
Sometimes a fresh idea is just what you need to raise your fundraising efforts to the next level. It’s bound to make things more enjoyable and create more awareness among your friends, family members and co-workers! Below is a variety of ideas and events to help make your fundraising efforts more exciting and effective.

Co-worker Cook-off
Putt Putt Golf Tournament
Employee Talent Show
Throw Spare Change in a Jar
Potato Decorating Contest
Potluck Luncheon
Flashback Carnival
Manager Tie “Snipping”
Creative Cubicle’s
Construction Contest
Office Olympics
Jeopardy
Remote Control Car Races
Ice Cream Social
Water Balloon Toss
Penny Wars
Door Decorating Contest
Funniest Home Video
Paper Airplane Contest
Marshmallow Golf
Kiss-A-Critter Contest
People Tricks Contest
Office Treasure/Scavenger Hunt
Beat-the-Boss Golf Tournament

Casual Day
Sell Casual Day buttons, ribbons or stickie’s allowing employees purchasing them to dress casual on certain days. Designate certain casual day as “Crazy Days” and encourage your employees to show their wild side:

- Ugly Earring
- Vest
- Obnoxious Tie
- Denim
- Ugly Sweaters or Sweater Vests!

A Dollar an Inch
Executives participate in an all day competition to end the day with the shortest tie. Employees cut an inch off their executives tie each time they give a donation.

Car Wash
Employees donate $5.00 to have their car washed at high noon by you!

Theme Baskets
Have theme baskets to raffle off. Each department could be responsible for putting together a basket, employees would bring in an item for the basket. Themes include:

- Italian
- Chocolate
- Relaxation
- BBQ
- Romance
- Safety
- Candle
- Gardening
- Tools
- Movie
- Games
Children’s Drawing Contest
Cookbook Sale
Bottle/Can Recycling (can tab recycling)
Balloon Pop
Employee Baby Picture Guessing Game
Jail and Bail
Theme Baskets by Department
Cubical Garage Sale
Candy/Flower Grams
Lunch Box Auction
Bakery Cart
Pancake Mornings
Bake Sale
Chili Cook-off
Silent Auction
Book Fair
Car Wash
Raffle goods or services from co-workers
Softball/Volleyball Tournament
Dunk Tank
Golf Tournament
Yard Sale
Carnival Games
Hot Dog Cookout
Mini-Golf Tournament
Pie Throwing Contest
Kiss A Pig Contest
Jail and Bail

Snow Cone Day
This is a great event if you are working on a tight budget. Borrow or rent a snow cone machine. Call around for donations of ice from local merchants or maybe some co-workers have ice makers and would be willing to make ice. Don’t forget the colored flavoring and paper cones. Then watch donations add up quickly!

Employee Cookbook
Collect and group recipes and helpful household hints into a customized cookbook. Co-workers children can create the illustrations for the cookbook, including the cover. You can either print in-house or through a local business.

Pie in the Face or

Kiss-a-Critter Contest
What better way to show your commitment! This activity can be done a variety of ways.

Make it a competition! Line up jars in a central location; one for each participant with their picture on the jar. Challenge co-workers and customers to drop donations in the jars. On a specified date, the person with the most money in their jar avoids receiving a pie in the face or kissing a critter. All others participants will!

OR have it so that one participant who has the most money in their jar is on the receiving end for the critter smooch!
Flowers for Friends
Local florist donates roses or carnations that your co-workers buy to send to fellow co-workers.

Try this activity with cookies or balloons as a variation. Interested co-workers send a cookie or balloon with a note to a friend or co-worker in their office.

Books  Music  Video Sale
Employees donate their old books, CD’s, DVD’s and video’s to an Employee Entertainment Sale.
Sell:
- Paperbacks for $1
- Hardcovers for $2
- CD’s & DVD/Video’s for up to $5

Employee Bake Sale
Encourage people to show off their cooking skills by participating in an employee bake sale. Display goodies before they go on sale. A table full of delicious cakes, cookies and brownies is sure to draw interest from everyone!

Fashion Hang-Ups
Co-workers can bring unique fashion accessories to affix to one or more of a group of willing participants throughout the day for $3 per piece. In turn, the person can remove any item for $5.

Midnight Breakfast
If your organization has a third shift, supply them with breakfast at midnight served by you and your teammates. This is also a great time to bring in a speaker from the United Way.

Hawaiian Luau
Chili or Salsa Cook-off
Nachos Party
Tailgate Party
Survivor Theme
Mystery Game
Spring Festival
Office Chair Race
CEO Challenge
Chocolate Kick-off Rally
Snow Cone Day

Hold “Blue Light Special” information rallies for your co-workers. Different divisions, departments or project areas host a “Blue Light Special”. Serve pastries and juice, ice cream or juice pops. A representative from the United Way or a client speaker gives a short explanation about the mission and how United Way is working in the community. Organize a game such as BINGO and hand out prizes.

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Incentives to Boost Participation

There are lots of ways to create excitement and increase participation. Contributors appreciate receiving a thank you for their donation. It lets them know you are grateful for their support. Here is a list of ways to encourage giving and participation:

Ask your Manager or CEO to support you and your team’s efforts to raise funds while having fun!

- Sleep-in Day
- Leave Early Day
- Prime Parking space for a month
- Lunch with the Boss
- Job Switch Raffle
- Company merchandise
- Free passes for a long lunch
- Boss serves breakfast or coffee and donuts

Buttons or ribbons for team members
- Lapel Pins
- Door Pennants
- Cubical Flags
- Free massages
- E-mail trivia contest
- Sandwich once a month delivered to work
- Jar with jelly beans or candy kisses
- Cookie Jar filled each week with fresh cookies
- Open soda machine during lunch
- Make your own ice cream sundae party
- Donation of a gift certificate

You change the life of someone in Pitt County every time you give to United Way. With you by our side, immediate and lasting impact is made, building stronger communities for our family, friends and neighbors.

This sweet girl, full of energy and enthusiasm, thrives in the EG-SSA (Early Grades-Student Success Academy) afterschool program. As a struggling reader in second grade, her teachers identified her as a candidate for the EG-SSA program. She blossomed in the program. Her reading level increased, school attendance improved, homework is completed, and she eagerly awaits joining her afterschool friends for additional support in reading, writing and STEAM (Science, Technology, Engineering, the Arts, and Math).

The Student Success Academy served approximately 550 students last year. This ever evolving program collaborates with Pitt County Schools to determine areas of need and uses donor and grant funds to provide curriculum support and character education for at-risk students.

Thank you for being the power behind this work!

Together, we are creating lasting change by addressing the underlying causes of community issues and developing strategies and partnerships to change them.

Together, we ensure that:
- Children enter school ready to learn and leave ready to succeed.
- Underserved job seekers overcome employment barriers through comprehensive workforce development.
- Vulnerable populations have access to basic necessities during times of need.

Your heartfelt generosity has gone far.
Sell something with a theme like ghost pops for Halloween, flowers for Valentine’s Day, or candy canes bouquets for Christmas.

Get a cool item donated and sell raffle tickets or run a 50/50 raffle.

Take a walk on the Wild Side! Have co-workers, family and friends sponsor you to do something outrageous such as: Hula-Hoop for an hour, take a dip in the water in January, wear a funky outfit in public, color your hair a bright color, eat 100 hotdogs….the list is endless!

Get a group together to participate in a walk, dance, jump, spin, sit, rocking, bowl or roll-a-thon. We can supply you with pledge envelopes. Have sponsors give you a flat donation or have them pledge a $ amount for every minute you do one of these activities.

Put on a fashion show, talent show, craft fair etc. If you can sing, dance or play an instrument, put on a show. If not, see if your local school band or chorus would donate their time for a great concert and for a great cause.

Set-up a movie night!
# What can you do with a wacky holiday? 🎉

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