



Putting the Fun in Fundraising: Ideas for Coordinators

Your Workplace Giving Campaign will be more successful if you and your campaign team plan unique and entertaining ways to engage your co-workers. Put the “fun” in fundraising at the same time you’re raising awareness of the vital contribution the Arts and Education Council makes to our 16-county, bi-state St. Louis region. Make sure you get approval for the activities you choose and, whenever appropriate, tie activities to completing pledge cards. While the ideas below shouldn’t be your primary fundraising method (person-to-person contact and encouraging payroll deduction pledges are preferred), they can add a spark to your campaign.

Communication

- Use your company’s intranet or weekly email newsletter to post fun facts, highlight arts groups, offer trivia, contests, raffle prizes, and to display goals, deadlines, and activities.
- Use e-mail and voicemail as a way to send daily campaign messages.
- Invite crafty and creative coworkers to create posters and campaign advertisements.

Entertainment

- Invite a speaker or performer – a number of 2012 grant recipient organizations and artists are willing to come to your workplace for a performance or speaking engagement. For a complete list please contact your A&E representative.
- Play classical, jazz, or other music in your office during the day or over lunch break.
- Host an employee talent show, lip sync or karaoke contest.
- Schedule a spoken word, poetry, or storytelling hour.
- Have employees named “Art” and “Ed” distribute pledge cards and information about local arts organizations.

Let them eat cake...

...or pie or cookies or just about anything else. Let’s face it – there’s no better way to attract attention than by offering something to eat. Here are a few taste-tempting activities:

- Host kickoff festivities with a pancake breakfast, donuts, or a coffee café. Set up a station with coffee, tea and hot chocolate with flavored syrups and add-ins. If your campaign is held during warmer weather, be sure to offer iced drinks.
- Cake, cookie, or cupcake decorating contest.
- Cook-offs or bake-offs. Who doesn’t believe their secret recipe makes the best chili or the most tempting dessert? Turn it into a fundraiser by charging an entry fee for the cooks, serving the dishes during breakfast or lunch and letting employees contribute votes of \$1-\$5. Make sure to give a prize to the winner.
- Everyone loves a cookie! Pass out cookies to donors with the tagline “We’ll give you our dough if you give us yours!”
- “Sweet Charity” Bake Sale. Let everyone know that the proceeds will benefit A&E.
- Popcorn time. The aroma of fresh popcorn is almost irresistible. Tempt your co-workers to turn in their pledge cards at a popcorn party.



- Pizza delivery. Have employees place their order for a slice of pizza and a soft drink and then deliver it to their work spaces.
- Sell “Golden ticket” chocolate bars... think Willy Wonka.
- Create an employee cookbook and let employees submit their favorite recipes. Proceeds of the sales benefit the Arts and Education Council and the cookbooks can be used as gifts to donors.
- Soda jerk. Dip up ice cream sodas, floats or shakes to “keep the arts afloat.” Ask organization’s managers or administrators to do the dipping.

Show your artsy side

Challenge departments, floors, shifts, divisions, etc. to get involved and to “PARTICIPATE – Keep Art Happening.” Take advantage of the concept of active PARTICIPATION by getting employees engaged in a contest, an art exhibition, a happy hour reception with music, and a multitude of other artistic options.

- Display artwork made by employees in a slide at the start of staff meetings (think about your employees’ hobbies such as knitting, quilt making, painting, woodwork, photography, etc.)
- Baby match, pet match, etc. – collect pictures from your employees and sell guesses as to who is who or who belongs to whom.
- Employee art show. Employees who turn in a pledge card can display their works or their children’s art. The winning entry can be displayed at the Centene Center for Arts and Education.
- Hard hat (or other item relevant to your industry) decorating contest.
- Best/most humorous self-portrait. Ask everyone who completes a pledge card to submit a self-portrait. Display these near your campaign goal chart and ask people to vote \$1 for their favorite.
- Singing or dancing. Hold your own “American Idol” or “So You Think You Can Dance” contest. You might be surprised by your co-workers – talent sometimes surfaces from the least expected people. Charge an entry fee and make sure contestants have completed a pledge card.
- Do the “write thing” and attach a logo pen or pencil to pledge cards as an incentive to fill them out.
- Host a poetry or writing contest.
- Schedule a sculpture contest using paperclips, bubblegum, recycling bins, tape, etc.
- Teach Origami folding at lunch.
- Host a Star Search contest.
- Host an office door/cubicle decorating contest “Pimp My Cube.”

Let’s go shopping

Auctions and sales offer your employee donors a little retail therapy for a good cause. For example:

- Early bird gets the worm ... completed pledge forms turned in by a certain date are entered for a chance to win
- Sell raffle tickets for big ticket items like sporting event tickets, days off, or lunch with the CEO.
- Basket auctions. Ask each department to donate a themed basket, and then display them in a lunchroom or other high-traffic area and collect silent bids. The auction can be held in one day or span a week.



- Flower-grams, balloon-grams, candy-grams. Your co-workers can buy special messages to send to each other. When you and your team deliver them, make sure that person has turned in a pledge card.
- Perks. Auction a prime parking space, lunchroom table, a dress-down day or some other special privilege.

And the winner is...

Get your co-workers' competitive juices flowing with some office games:

- Office "triathlon." Contestants pay a fee to complete an obstacle course – in a lunch room, offices on several floors, a lobby or outside – including three different tasks, such as typing, filing, sharpening pencils or putting mail through a postage meter. Give a prize to the employee who completes the course in the least time.
- A&E Olympics. Let your co-workers strut their stuff in trash-can basketball, paper football field-goal shooting, computer "disk-us" throw, 50-meter chair race or other silly individual or team games. Charge an entry fee and award medals to the winners.
- Take the "team" bowling or start a bowling league.
- Play a full-office version of popular board games like Pictionary or Cranium. Allow players to "buy" a lifeline from non-playing employees. Involve all areas of the building so everyone can PARTICIPATE – Keep Art Happening.
- Other games to encourage interest include Arts Scrabble, Trivial Pursuit, Gestures, Charades.
- Are You Smarter Than a Fifth Grade Art Student? Use this challenging trivia game to connect employees in person or electronically. Game and answers are available through your A&E representative.
- Puzzle me this. A&E offers great activity pages including art-related word searches, cross-word puzzles, and other ideas for bringing your employees together for A&E.

Prizes

- Prime parking spot
- Free vacation days
- Pass to sleep in
- Pass to leave early
- Extended lunch break
- Roll of quarters for the vending machine
- Casual day
- Jeans Day
- Company logo wear
- Event Tickets (ask your top management for donations or speak with your A&E representative)
- Contact your vendors and neighboring companies for gift certificates and other donations

Themes

Holidays and events are great times to host a campaign rally and encourage employee participation. Think about these:



- February
 - Valentine's Day – "Give Your Heart to the Arts" – pass out valentines and candy and have Cupid distribute pledge forms; collect donations for candy grams to be sent to fellow employees; post names of employees on heart cutouts as their contributions are received.
 - Mardi Gras – organize a mask making/decorating activity; pass out beads along with pledge forms to all employees; serve a Cajun lunch.
 - The Oscars – hang movie posters; roll out the red carpet; show Best Picture movies over lunch/break times; create Oscar ballots with employee names and categories that relate to your company; serve sparkling grape juice.

- March
 - St. Patrick's Day – "Bring in the Green" – encourage your employees to dress in green; feature an Irish performer; conduct a drawing of donors to get a free afternoon off to attend the Parade.
 - March Madness – "Dunk for the Arts" – serve donuts and coffee to all donors; allow donors to wear their favorite team jersey to the office; organize a bracket or pool with all proceeds going to the Arts and Education Council (winner receiving tickets or other incentive prizes); organize HORSE-type basketball tournament in your office parking lot or local gym.
 - Spring Break – "Help the Arts Grow" – attach seed packets to pledge forms or distribute potted flowers to those who donate; conduct a spring cleaning of and encourage employees to help plant flowers or trees to beautify the company grounds; organize a volunteer day with a local nonprofit and help them "grow," beautify and organize their offices.

- April
 - Opening Day – "Go to Bat for the Arts" and allow donors to wear their favorite team jerseys, hats, etc; conduct a drawing for Cardinals tickets.

For help in planning any of these activities or for more ideas, please feel free to call on your A&E representative.