

Women Build Fundraising Playbook



Who says fundraising has to be a chore? Not us, that's for sure!

Jenga

Set up a Jenga board in your office that people play as they pass by. If someone knocks it down, s/he has to donate or raise \$25.

How to get started

Buy/ borrow Jenga.
Set it up in a visible place with instructions.

Desk Sore

Deliver a group of fake pink flamingos (or something else that is noticeably hideous) to a co-worker's desk and leave a note explaining the cause. The "victim" can only move the flamingos from his/her desk once they donate or fundraise a certain amount.

How to get started

Brainstorm and buy/ make your hideous item.
Choose your first "victim."

Team Point System Competition

During the fundraising campaign, develop a point system to encourage participation and a friendly competition between team members. The team member that wins earns bragging rights and a prize.

How to get started

Work out your point system. For example:

- 8-points for volunteering on the build site
- 6-points for every \$25 donated
- 4-points for every \$25 raised
- 2-points for applying for matching gifts

Create inexpensive but meaningful prizes.

Jar Wars

Start a competition between departments in your office by giving them each a large jar to collect donations for a designated amount of time. The one with the most collected wins a prize, such as a half day of PTO or a lunch covered by your company.

How to get started

Determine your winning prize and obtain your containers.

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50/50 Raffle

You can't go wrong with a classic. 50% of raffle funds to Habitat, 50% to winner.

How to get started

Obtain raffle tickets and set your price points.

Team Leader Pledge

As a Team Leader, pledge to do something funny and/or embarrassing if your team meets your fundraising goals, such as speaking only in song for a day.

How to get started

Select your task of embarrassment and sign a "formal" pledge letter.

Office Auction

Coworkers donate items for an auction such as cakes, cookies, monthly parking spots. Managers offer up 30 mins of goofing off time to employees, a weekend at their summer cabin, and so on. Employees bid and all proceeds go to Women Build.

How to get started

Set an auction date and get the word out there. Send out regular communications with prizes up-for-grabs to get people hyped.

Give it Up Campaign

Each team member agrees to skip her daily coffee, donut, or other treat for a week and donate those saved funds to Women Build.

How to get started

Create a sign-up and develop a recognition system for those who make the pledge and stick to it!

Overcharge a Little...

Have custom Habitat t-shirts made for your company and ask employees to contribute a wee bit more (for example: if t-shirts are \$10 each, ask everyone to contribute \$25). Extra funds go towards your fundraising goal.

How to get started

Ask your creative folks to get to work on those t-shirts. Or, even better, host a t-shirt design contest!

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Post-it!

Create a poster showing your team fundraising goal and tack on post-its with different dollar amounts that total your goal. So perhaps you have increments of \$200, \$100, \$50, \$25, \$20, and \$10. Your coworkers pull off the amount they want to donate and once they pull off their post-it, you replace it with their name as a thank you.

How to get started

Ask your creative folks to design that poster and find a good hanging spot in the office.

Leadership Match

Have members of your office's senior leadership pledge to match whatever your team fundraises.

How to get started

Get your leadership team on board!

Wall of Wine

Have members of your office leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table. Employees purchase tickets for \$10 and get to select one of the bottles of wine.

How to get started

Get your leadership team on board!

Childhood Photo Contest

Coworkers bring in pictures of themselves when they were kids and other people vote with their dollars for who they think is the most adorable (or funniest-looking...) kid. Winning photo gets a prize!

How to get started

Collect childhood photos and determine a date/location for the voting.

Trivia Night

Host a trivia night in the office or at home and charge \$10 to participate. Winning team gets a prize.

How to get started

Set your date and time. Work on those questions. HINT: There are tons of free resources online to help you structure your trivia night.

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Eat (or Drink) for a Cause

Ask a local restaurant to donate 10% of their profits on a designated night for Women Build in exchange for encouraging supporters to eat there. Panera, Zaxby's and Moe's all get on board with these!

How to get started

Reach out to some local restaurants or bars and explain what you're hoping to do.

Do Less to Do More

Each employee who donates or raises \$25 gets a "free hour" to goof off and/or a dress-down at work.

How to get started

Seek approvals from the powers-that-be to offer these prizes.

Used Book Fair

Ask your officemates or team members to donate used books they no longer want. Set up a Book Fair and sell the books to your co-workers for a few dollars each.

How to get started

Collect used books and determine appropriate prices. Set a date for the Book Fair.

Ping-Pong Tournament

Organize an office-wide Ping-Pong tournament with a \$5 buy-in. The winner gets a prize, participants have a lot of fun, and you get to donate the proceeds to Women Build!

How to get started

Don't have a ping-pong table in your office? No problem! You can purchase an "Anywhere Table Tennis" set that includes a net, balls, and paddles, and set up on any table you choose. Work out a bracket system and you're all set!

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Cross-Company Competition

Contact another Women Build team and organize a competition between yours and theirs. Who can raise the most money in a two-week span? Whose Team Leader can eat the most marshmallows in one hour? We don't know the answer, but we think you should find out!

How to get started

Reach out to Habitat Chicago to see if there are any teams that wouldn't mind some friendly competition!

M&M Mini Quarter Challenge

Sell tubes of M&M Minis for \$1 each to your co-workers. Instruct them to return the tubes once they've filled them with quarters. Chocolate and donations to Women Build- who could ask for more?

How to get started

Obtain tubes of M&M Minis, stick labels on the side with instructions.

Scavenger Hunt

Divide your office into teams. Give each team a list of clues for objects they need to find. To unlock each clue, the teams need to pay a small fee. First team to complete the list wins!

How to get started

Make it a challenge: give the teams their clues in riddle form.