

# Women Build 2021

## Fundraising Playbook



Who says fundraising has to be a chore? Not us, that's for sure! Try these **in-person** fundraising ideas.

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### Jenga

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

### How to get started

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

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### 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 their desk once they donate or fundraise a certain amount.

### How to get started

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

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### 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.

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### 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.

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### 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.

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### Garage Sale

If you and your team members have items you no longer need, put together a garage sale at a member's house.

### How to get started

Ask members to bring books, clothes, kitchenware, and other items they no longer want. Mark each item with a price and let the interested buyers know that all proceeds will help more women achieve affordable homeownership!

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### 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!

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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. 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.

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We build **strength, stability, and self-reliance.**

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### 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!

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### Wall of Wine

Have members of your office's 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!

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### 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.

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### 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 are hoping to do.

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### 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 approval from the powers-that-be to offer these prizes.

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### 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.

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### Recycle Drive

Plan a day for all team members to come together and help clean up your neighborhood! Along with raising money for Women Build, you can also help improve the environment.

### How to get started

Collect sponsorships from family, friends, and your fellow neighbors and start cleaning up your neighborhood. In the end, count every item that you recycle and calculate the sponsored amounts.

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### Cross-Team 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

Use the [Women Build Facebook group](#) to see if there are any teams that wouldn't mind some friendly competition!

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### **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.

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### **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.

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### **Potluck**

Host a Potluck and charge admission to participate. Have all participating team members prepare their favorite dish- just make sure to bring a lot of it! Make sure to take some time during the dinner to talk about Women Build and why your team is participating.

### **How to get started**

Pick a day to host the event and a space to do so. Have team members sign up with their planned dish.

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### **Bar Crawl/Beer Tasting**

Host your own bar crawl by setting up a fun environment in your home. Use each room as a different bar and invite people to join you in some virtual fun.

### **How to get started**

Decorate the different rooms in your home to make them seem like a bar. You can even have signature drinks! Your guests can purchase tickets and virtually tour the rooms one by one.

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### **Virtual Comedy Show**

Are your team members extra funny? Plan a virtual comedy night where team members create their own standup skits and present them to the group. Sell tickets and/or encourage donations.

### **How to get started**

Make sure to pick a prize for the winner.

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### **Virtual Talent Show**

Host a virtual talent show and gather your friends to discover their hidden abilities. Sell tickets and/or encourage donations.

### **How to get started**

Make sure to pick a prize for the winner.

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### **Virtual Cooking Class**

Host a virtual cooking class by picking your favorite recipe and inviting your friends so they can learn how to make it, too.

### **How to get started**

Pick a recipe and send out the ingredient list. Then, send out invitations and charge an admission fee to be donated to your Women Build team.

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### **Virtual Wine and Paint Night**

Do you have a secret talent for painting? Put it to use and invite your friends to virtually paint along with you! Throw in some drinks and the fun can start.

### **How to get started**

Pick a simple design that won't require too many supplies and invite your friends to paint along with you. You can charge a fee or encourage donations.

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### Virtual Trivia Night

Host a virtual trivia night (make a theme for more fun) and charge a fee for attendance or host for free and encourage donations.

### How to get started

Pick out your questions, send invites, and pick a prize for the winner.

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### Virtual Workout Class

Host a virtual workout class and invite your friends to stay in shape with you as you get ready for Women Build (many health organizations are also offering free virtual classes for nonprofit organizations). You can charge a fee or encourage donations!

### How to get started

Create or borrow a 30-minute workout and invite your friends to join you on Zoom.