

Women Build Fundraising Playbook



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

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.

Desk Sore

Deliver a group of fake pink flamingos (or something else highly noticeable) 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."

Team Point System Competition

During the fundraising campaign, develop a point system to encourage participation and 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 Women Build, 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, or monthly parking spots. Managers offer 30 minutes 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 their 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 Women Build 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.

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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.

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, Chipotle, and Lou Malnati'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 decision-makers 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.

Games Tournament

Organize an office-wide tournament with a \$5 buy-in. The game can be whatever you have on hand: Bags/Cornhole, frisbee, soccer, ping pong, etc. The winner(s) gets a prize, participants have a lot of fun, and you get to donate the proceeds to Women Build!

How to get started

Identify and acquire a location, equipment, and prizes. Work out a bracket system and you're all set!

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Great Office Bake Sale

Put your baking skills to the test (and satisfy everyone's sweet tooth) with an office-wide bake sale.

How to get started

Whip up your signature treat for a single day event or challenge yourself to try out a new treat each month. Don't forget to include gluten free and vegan options too!

Bar Crawl/Beer Tasting

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

How to get started

Decorate the different rooms in your home or office to make them seem like a bar. You can even create a signature drink!

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.

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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Try these **virtual** fundraising ideas:

Design Competition

Have custom Women Build t-shirts made for your company or team 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 and create a prize for your winner.

Pet/Kid Costume Contest

Time to get creative and have a costume contest for kids and/or pets. Ask that every time someone votes for their favorite they also donate to your Women Build team.

How to get started

Make sure to pick a prize for the winner.

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.

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. Stick around after so everyone can sample their creation and talk about why you are participating in Women Build!

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.

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.

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.