

WOMEN BUILD

FUNDRAISING PLAYBOOK

Bring the **fun** back to fundraising! A few creative ways to get some group activities into your tool belt.

* great for offices or social events

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 / groups of friends 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

50 / 50 Raffle

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

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.

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.

Give it up Campaign

Encourage your peer / friend group to skip their daily coffee, donut, or other treat for a week and donate those saved funds to Women Build.

How to Get Started

Determine your winning prize and obtain your containers.

How to Get Started

Obtain raffle tickets and set your price points.

How to Get Started

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

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.

How to Get Started

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

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.

Leadership Match

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

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-outfit...) kid. Winning photo gets a prize!

Trivia Night

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

Eat / 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 have gotten on board with these in the past!

How to Get Started

Have someone creative create a poster and hang it in a prominent location.

How to Get Started

Get your leadership team on board!

How to Get Started

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

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.

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

If you're the boss: each employee who raises a set amount (\$50) gets a free hour to goof off / or go home early at work

Used Book Fair

Ask your friends, officemates or team members to donate used books they no longer want. Set up a Book Fair and sell the books to your coworkers or a used book store for a few dollars each.

Games Tournament

Organize a game tournament with a \$5 buy-in. The game can be whatever you have on hand: Board games, cornhole, frisbee, soccer, ping pong, etc. The winner(s) gets a prize and you get to donate the proceeds to Women Build!

Great Office Bake Sale

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

Scavenger Hunt

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

Partner with yourself to see if you think this is a wise idea!

How to Get Started

Collect used books and determine appropriate prices. Set a date for the Book Fair or find a local used book store looking for books.

How to Get Started

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

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!

How to Get Started

Create a scavenger hunt list. Make it a challenge: give the teams their clues in riddle form.

Great resources online for this one too!

Potluck

Host a potluck and charge admission to participate. Have all participants 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 you are participating.

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!

Virtual Talent Show

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

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!

Host a Movie Night

Invite your friend group over for a small admission fee, sell concessions with all proceeds going to Women Build.

How to Get Started

Pick a day to host the event and a location to hold it. Have everyone sign up with their planned dish.

How to Get Started

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

How to Get Started

Make sure to pick a prize for the winner.

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.

How to Get Started

Pick a day, rent a movie, make/buy the concessions and spruce up the location with some fun decor.