



United Way of the
Mohawk Valley

CAMPAIGN TOOLKIT

Fundraising Event Ideas for Schools

\$ Minimum time/cost

\$\$ Medium time/cost

\$\$\$ Maximum time/cost

LUNCH BUNCH (\$)

Ask all employees to volunteer to donate a dish for lunch. Then invite all staff to enjoy the donated dishes for a \$5 donation to United Way.

WINE MYSTERY (\$\$)

Ask employees to donate bottles of wine or liquor. Wrap the bottles so the bottle cannot be seen. Display them at your United Way kick-off. Employees can purchase a ticket for \$10 to choose a mystery bottle. This can be great to pair with LUNCH BUNCH (see above.)

TAKEOVER (\$)

Drawing for Superintendent/Principle to takeover teacher's entire day of classes. Teacher is given the day off. Raffles are sold for \$100.

BOTTLE & CAN DRIVE (\$)

Run a bottle and can drive for an entire month. Ask employees to bring their bottles in and store them in a designated area. Return bottles at the end of the campaign and present amount to UW. Name the event something clever like "You CAN Make a Difference!" This is a great way to engage students!

WORK FAMILY COOKBOOK (\$)

Ask employees to send you their favorite family recipe. Collect recipes and create an employee cookbook. Be creative by creating a front page using your school colors and mascot! Sell cookbooks for \$5.

DINNER FOR A WEEK (\$\$)

Solicit seven local restaurants for a gift certificate for dinner for two. Sell raffle tickets for \$50. Winner gets all gift certificates, or try for five certificates for one meal, sell raffle tickets for \$20 and call it "Lunch on Us!"

DRESS DOWN (\$)

Employees can donate \$10 in exchange for the ability to wear jeans every Friday in one month, or jeans for an entire week. This can also be done with crazy leggings or hats!



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ART AUCTION/RAFFLE (\$)

Ask a local artist or crafters (maybe even one of your employees) to donate a piece of their art. Sell raffle tickets depending on the value of the item, pull the raffle at the end of your campaign or have a silent auction where employees can email you their bids throughout the campaign. Send updates frequently and announce the winner at the end of the campaign.

BASKETS RAFFLE (\$\$\$)

Ask each department to make a basket. Display all baskets with a paper bag or basket in front of them. Sell raffle tickets all day on your final campaign day. Raffles can be 1 for \$5, 10 for \$20. Pull raffles at the end of the day.

AWARD WINNING PIE (\$)

Employees can enter their pie tastings. Employees can enter to taste all pies and submit a vote for their favorite for \$5. Best pie baker gets a “Best Pie” award and a small prize such as oven mitts and kitchen towels (can be purchased for less than \$5.) Pie can be substituted with chili, meatballs, brownies, or any other yummy popular foods!

CHAIN OF HEARTS (\$)

Around Valentine’s Day sell paper hearts to benefit United Way for \$5. Teacher write their names on them and then tape to wall. Display them down a hallway. How far can your chain of hearts go?!

TIE DYE PARTY (\$\$)

Charge teachers (and even students) \$15 to make your own tie dye shirt! Sell pre-made ones for \$20. Use a white shirt or purchase LIVE UNITED ones from united Way for \$5 each.

YARD SALE (\$)

Perfect for the end of the year! Ask teachers to donate unwanted items to use for a yard sale to benefit United Way. Then have a volunteer United Way committee host a garage sale to benefit United Way one morning.