



FUNRAISING PLAYBOOK



This playbook is your guide to energizing your United Way Fundraising efforts with a vibrant, sport-themed pep rally! We're here to help you score big for our community. Get ready to rally your supporters, boost engagement, and exceed your fundraising goals with these winning ideas!

SPIRIT DAY / DRESS-UP DAYS

TEAM JERSEY / SPORTS GEAR DAY

Staff wear favorite sport jersey or gear

\$5-\$10

Most spirited outfit

CRAZY SOCK / HAT DAY

Wear fun socks or hats for a donation

\$2-\$5

Photo moment for social media

SPIRIT COLORS DAY

Departments wear assigned colors

\$3-\$7

Most team participation

FACE PAINT FRENZY

Paint team logos or colors for the rally

\$2-\$5

Great for rally photos

MINI-GAMES & COMPETITION

PAPER FOOTBALL TOSS

Flick paper footballs into a goal

\$2-\$5

Top scorer

MINI BASKETBALL HOOP

Shoot hoops during breaks

\$2-\$5

Keep a scoreboard

CORNHOLE / BEANBAG TOSS

Teams compete in cornhole or beanbag toss

\$2-\$5

Optional mini tournament

OFFICE OLYMPICS

Chair races, stapler toss, or desk-chair relays

\$5

Winners get bragging rights

PENALTY KICK / POP-A-SHOT

Take shots at a target

\$2-\$5

Scoreboard encourages repeats

TRIVIA FACE-OFF

Teams answer sports or office Trivia

\$2-\$5

Prize: Small gift card

MORE PEP RALLY FUNDRAISING IDEAS

FOOD & CONCESSIONS

POPCORN STAND

Sell popcorn, candy and/or drinks

\$1-\$3 per item

Add pep rally decorations

SNACK STADIUM

Departments contribute snacks: staff pay per plate **\$2-\$5**

Great for communal rally gathering

BAKE SALE PEP RALLY EDITION

Sell cupcakes/cookies with team logos

\$2-\$5 per treat

Bonus points for themed packaging

FOOD OR FAVORS

Donate to “choose your treat”

\$1-\$3 per snack

INTERACTIVE FUNDRAISING FUN

DUNK TANK / PIE IN THE FACE

Staff pay to dunk manager or volunteer

\$5-\$10 per turn

Outdoor setup recommended

GUESS THE SCORE

Predict score of a game

\$2-\$5 per guess

Prize: Prime Parking or Trophy

OBSTACLE COURSE

Mini indoor/outdoor course

\$5 per attempt

Fastest time wins

RING TOSS / TOSS GAMES

Set up mini carnival-style games

\$2-\$5 per attempt

Encourage team competition

SPIRIT SHOUT-OUTS

Donate to have coworkers recognized publicly

\$2-\$5 per shout-out

Share over PA or internal channels

CHEER-OFF COMPETITION

Teams submit cheers

\$5 per team entry

Prize for best cheer; record for social media



CAMPAIGN PROMOTION IDEAS

Use these ideas to promote your campaign, encourage participation, and recognize employees in a fun, visible way.

SOCIAL MEDIA IDEAS

FEATURE AN EMPLOYEE

Share why the employee supports United Way and what community issue matter to this person. **Photo or video with permission**

POST A GOAL

Share dollars raised, participation percentage, donor count, or progress toward the goal.
Post reguar updates

“WHY I GIVE” TESTIMONIAL

Invite employees to share a short statement through a photo, graphic, or brief video.
Personal stories inspire participation

EASY WAYS TO GIVE

Remind employees where QR coes, posters, and Community Impact Cards are located.
Make giving simple

PARTICIPATION CHALLENGES

DEPARTMENT CHALLENGE

Complete for the highest participation. First to 50% most payroll sign-ups, or most new donors. **Post standings weekly**

SHIFT VS SHIFT

Use friendly competition to build energy acorss shifts or teams.
Celebrate participation

COIN WAR

Departments compete by collecting change or small gifts.
Simple and visible

SMALL GIFT MOMENTUM

Encourage manageable gifts that help everyone feel included.
Every gift matters

RAFFLE & PRIZE IDEAS

GIFT BASKETS

Movie night, family game night, coffee lover, snack attack, tailgate, self-care, grilling, or chocolate lover. **Popular raffle options**

ENTERTAINMENT

Movie tickets, bowling, escape rooms, mini golf, local attractions, sporting events, concerts, zoo passes. **Experience prizes.**

FOOD & DINING

Restaurant giftcards, date night dinner, lunch on leadership, weekly coffee, food truck, ice cream, or pizza. **Easy crowd pleasers**

SPORTS & OUTDOOR

Golf package, golf range passes, local sports tickets, Hall of Fame Village passes, fishing, hiking, or disc golf. **Active prize ideas**

RECOGNITION & INCENTIVE IDEAS

Workplace perks, recognition moments, team experiences, and leadership involvement.

**GO
TEAM**

WORKPLACE PERKS & CELEBRATION PRIZES

TIME -OFF PERKS

Casual dress day, extended lunch, leave early coupon, arrive late coupon, half-day Friday, or flexible start time. **Convenience rewards**

WORKPLACE PERKS

Prime parking, preferred parking, personalized parking sign, company swag, or upgraded break room snacks. **Low-cost incentives**

PRIORITY OPTIONS

Priority lunch breaks, VIP line pass, manager covers phones, no-meetings hour, or front desk coverage. **Helpful workplace perks**

CELEBRATION PRIZES

Pizza party, donut and coffee breakfast, taco bar, cookie cart, popcorn bar, ice cream social, or candy buffet. **Fun group rewards**

RECOGNITION & BRAGGING RIGHTS

TRAVELING TROPHY

Create a trophy, plaque, banner, certificate, or department display for campaign champions. **Build bragging rights**

SOCIAL SHOUT-OUT

Feature the winning team on the company social page, newsletter, digital signage, or lobby display. **Public recognition**

LEADERSHIP MESSAGE

Share a thank-you message, spotlight video, or recognition at an employee event. **Visible appreciation**

CHAMPION DISPLAY

Use a Hall of Fame wall, Community Impact Champion banner, or lobby recognition plaque. **Recognize success**

TEAM EXPERIENCES & EXECUTIVE INVOLVEMENT

TEAM EXPERIENCES

Bowling, escape room, corn hole, trivia mini golf, game show, board game lunch, scavenger hunt, or picnic. **Celebrate together**

EXECUTIVE INVOLVMENT

CEO coffee cart, lunch served by leadership, leadership snack cart, executive breakfast, or thank-you video. **Leadership energy**

FUN CHALLENGES

Boss fo an hour, leadership works front desk, leadership delivers morning coffee, or leadership-themed dress day. **Make it memorable**

VOLUNTEER MOMENT

Recognize team participation through a volunteer project or shared community-impact activity. **Connect to mission**