

DARE YOUR CO-WORKERS FUNDRAISER GUIDE



Workplace Fundraisers are organized and managed by employees looking for a fun way to engage colleagues and encourage them to support a charity of choice. Events range from casual dress days and office luncheons, to large corporate events that may enlist the general public for their support.

WHY CREATE A MY OWN FUNDRAISER IN YOUR WORKPLACE?

- Honour a co-worker, friend or family member affected by heart disease and stroke
- Boost employee morale and loyalty
- Encourage team building and develop leadership skills
- Give staff the opportunity to relax and have fun
- Get involved in the community
- Get to know your co-workers
- Work together for a common cause
- Acquire skills, knowledge and experience
- Celebrate employee and organization successes
- Promote your organization's commitment to its community
- Do something positive for yourself, and for your heart!

AS THE ORGANIZER, IT IS YOUR RESPONSIBILITY TO:

- Customize your fundraising event to fit with your organization's values and culture
- Register your fundraiser online at myownfundraiser.ca
- Facilitate and manage the event
- Maintain communications with the Heart and Stroke Foundation
- Act within the Foundation's Guidelines (visit our FAQ section)
- Thank all participants and sponsors who support you

Visit myownfundraiser.ca for additional event resources and fundraising tips.

RECRUITING VOLUNTEERS

Larger workplaces often have event organizing or social committees in place. If no such committees are established within your workplace, create one! Make your event a success by engaging volunteers who have a variety of skills and are passionate about achieving your fundraising goal.

Personal invitations are always most effective. A volunteer recruitment email, memo and/or newsletter are great ways to reach all employees. Hanging posters in common areas such as staff or lunch rooms are also effective ways to recruit.

Remember to post the information in the Human Resources office as well

CHOOSING YOUR FUNDRAISER

Consider incorporating the fundraiser into an already established workplace event, such as a holiday party or a staff barbeque. You could plan your event around a product launch, corporate announcement, or corporate anniversary. Review the events that your workplace participates in throughout the year and identify activities that could support the Foundation. This can be done as easily as designating a portion of participation fees to the Foundation.

SCHEDULING YOUR EVENT

Fundraisers can be planned during or outside of work hours, depending on your organization's policies. If outside of work hours try to hold the event during lunch hour or right after work in order to increase participation. Events during work hours can serve as a great way to recognize employee's hard work while rewarding employees with a break from their regular work day.

Try not to schedule events around popular vacation times like July and August, before or after long-weekends or during the holiday season. Choose the day carefully. A Tuesday, Wednesday or Thursday is often best for employee events.

RAISE FUNDS AT YOUR WORKPLACE FUNDRAISER

There are various ways to raise funds at your workplace fundraiser:

- Participation fees
- Ticket sales
- Donation boxes
- Prize draws
- Auctions
- Pledge forms
- Product sales
- Online fundraising

MATCHING GIFTS

Check to see if your company does a Corporate Match or Internal Giving Program. Lots of companies have these and all you have to do is ask. Knowing that every contribution will be doubled is a great way to get others to support you too!

Note: there might be timing requirements for these applications, so make sure to ask early so you have enough time for the match/donation to come through for event day!

PROMOTION

Get the word out! Promotion is essential to build support for your workplace fundraiser. Be creative and have fun with your promotion. Promote your event well in advance so participants can plan to attend. Provide a contact phone number and email address and put one person in charge of RSVPs. It is also recommended that you personally invite participants - individuals are less likely to turn your invitation down when approached in-person.

Promotional Ideas Include:

- Place posters & sign-up sheets in common high-traffic areas (i.e.: employee lunchroom / cafeteria, employee entrance, lobby or staff room)
- Emails
- Personal invitations/Word of mouth
- Intranet or internal newsletter
- Memos/Bulletin board
- Announcements at staff meetings
- Promotion sheet attached to payroll stubs

PRIZE GIVEAWAYS

Prize giveaways can serve as great incentive tools to encourage staff participation. Be creative when choosing prize giveaways. Great ideas include: day off or half day off with pay, sporting event or concert tickets, gift certificates, corporate logo items or a heart healthy gift basket.

HAVE FUN

Kick back and have a blast on event day! Take pride in your fundraising efforts and feel great about the positive impact you have made in the lives of those affected by Heart Disease and Stroke.

TOP 15 | WORKPLACE EVENTS & TEAM FUNDRAISING IDEAS

50/50 DRAW

Pick the ticket price, sell tickets and hold a draw. The winner takes half the pool, and the other half goes towards your fundraising goal. Don't forget to run this by your boss if you're doing it at the office. Try these ticket prices: 1 ticket for \$2 // 3 tickets for \$5 // 10 tickets for \$10.

The Nitty Gritty: You'll need a strip of two-sided raffle tickets, a secure place to hold your cash, and a deadline for people to buy tickets. Since a 50/50 is technically a lottery, a gaming license may be required from your municipality.

AUCTIONS

Conduct a live auction of heart healthy auction prizes, such as sporting goods, heart healthy gift baskets and stress relievers, like a stay at a local spa. Maximize your charitable contribution by requesting sponsorship from the local business community.

The Nitty Gritty: Secure auction items at least 1 week before the event. Set some suggested minimum bids for each item, and book a room big enough to display the items.

BINGO/TRIVIA

Get your co-workers together for a fun day of trivia. Host the event in a boardroom or lunchroom and charge teams at the door. You could also collect prizes for a raffle or silent auction.

The Nitty Gritty: Don't forget the bingo cards or trivia questions, and set the rules of the game at the beginning to avoid issues later on!



BABY PICTURE MATCH GAME

Invite employees to try their luck at matching baby pictures to co-workers and/or management. Charge a participation fee & award a prize to the employee with the most correct matches.

The Nitty Gritty: Create a display board and add all baby photos. Assign each photo a unique number or letter. Ensure you document the submitted pictures accurately to return them to their owner after the game. Create a ballot form to distribute to the participants.

CASUAL/JEANS DAY

Dress casual, wear red or wear corporate colours for a participation fee. Wearing jeans in the office is always a crowd-pleaser. Every Friday from the start of your campaign, offer colleagues a chance to dress down for a \$5 or \$10 donation. If a weekly Jeans day isn't realistic, try Fridays a specific month.

The Nitty Gritty: Always consult with management to ensure your workplace is on board. Make sure you spread the word, and walk around the office on Thursdays to remind people.

FANTASY POOL

Tap into your co-workers' competitive spirit by hosting a sports, Oscars or reality TV pool. Pick your type of pool (fantasy, draft, or ballot), set your cost for participation, and deadline for entry. Don't forget the trash talk!

The Nitty Gritty: Do a google search for free fantasy sites or create your own tracker with a grid of categories/choices. Be sure to establish rules, source prizes for the winner, and keep all participants updated on the official standings throughout the competition.

FITNESS LUNCH SESSION

Arrange for a trained fitness professional in Pilates, Yoga, Golf, etc., to run a session during lunch and charge employees a participation fee.

The Nitty Gritty: Reach out to your local fitness club to investigate if the trainers would 'donate' their time for this event.

LUNCH MONEY

Ask employees to 'brown bag' it (bring in their own lunch) on a specific day and donate what they would have normally spent on lunch. If it is well received, make this a weekly or monthly occurrence!

The Nitty Gritty: Promote the fundraiser through office channels (email, intranet, newsletter, word of mouth). Post a sign-up sheet for employees. Ensure your contact information is visible so they can provide you with their donation.

QUARTER WARS

This fundraiser focuses on collecting spare change – every quarter counts! You can supply one jar for employees to donate spare change as one collective group, or have multiple jars in key areas (i.e.: different departments) and make it a competition (i.e.: the team with the lowest total has to do a dare).

The Nitty Gritty: Pick a high traffic area and a busy time of day (i.e.: noon in the lunchroom). Set a defined duration to give employees a sense of urgency to give.

OFFICE OLYMPICS/SURVIVOR CHALLENGE

Split employees up into teams and charge a participation fee. Come up with at least three activities or challenges that incorporate physical activity, are safe and can be performed by the majority of your workplace.

The Nitty Gritty: Choose an uneven number of challenges so a winner can be determined. At the completion of each challenge, the group that finishes first will be rewarded a flag. The team with the most flags wins. Award the winning team a prize to increase interest and participation.

PAPER HEART SALE

The Foundation can provide paper hearts which can be sold and displayed around the office. If you are a retailer, you also have an opportunity to collect donations from your customers at the time of purchase. Set a minimum donation amount, such as \$2 or \$5.

The Nitty Gritty: Contact your local Heart and Stroke Foundation representative at least 2 weeks before your start date to order your paper hearts and ensure you have the materials in time.

PRODUCT/SERVICE SALE

Organize a used-book, rummage, or craft sale. You could also sell flowers, balloon bouquets, or paper hearts on Valentine's Day. A car wash is also a fun way to raise funds while at the same time demonstrating your organization's commitment and support of its community.

The Nitty Gritty: Price the items at a discount based on original value and wear-and-tear. Promote your event in a high traffic area in or around the office to ensure your event is as successful as possible.

SCAVENGER HUNT

Remember how fun these were when we were kids? You can create a simple hunt, with regular items on the list (i.e.: a red leaf, lipstick, pen, selfie) or hide items ahead of time and give clues along the way. People pay to play and/or pay for the items they could not find!

The Nitty Gritty: Decide how your hunt will work and get help with the prep. Be sure to set a time limit on play and have prizes for the winners.

SPORTS TOURNAMENT

Take the day off or extend the lunch hour to host a sport tournament or event. Pick your sport and set the location. Get employees to pick their team and charge a registration fee. Ask local business to donate snacks/drinks to sell for additional fundraising, and think about hosting a 50/50 raffle as well.

The Nitty Gritty: Pick a location with two fields/arenas/courts and create a round robin schedule for up to 8 teams. Send a final itinerary in advance of event day. In some cases, you may need to secure a permit from your municipality in order to use the sports facility for your event.

WORKPLACE FOOD FUNCTION

Hold a heart healthy luncheon, barbeque, potluck, pancake breakfast, bake sale or party in your workplace to benefit the Foundation. Recruit some friends to help with baking/cooking (try some heart-healthy snack recipes) and sell for donations. Don't forget to let your colleagues know the date. Double it: try opening the bake sale twice, once in the morning and again in the afternoon to maximize your snackers!

The Nitty Gritty: Ask for bakers at least two weeks ahead and send a reminder as the day approaches. Have a jar for donations so people are less likely to ask for change.

THE LAST WORD: However you fundraise, don't forget to say thanks!

SUBMITTING FUNDS

You've hosted your fundraiser and now you've got cash and coins. There are **3 ways to submit your funds to the Heart and Stroke Foundation.**

1

Online: Search for your event on myownfundraiser.ca. Once on your personal fundraising page, click 'Donate Now'. Use your credit card to add the lump sum amount to your fundraising page by making a self-donation.

2

Mail: Complete a **pledge form**, and mail to us with cheque or credit card information listed. We will add the funds to your personal/team page! Don't send cash through the mail.

3

In Person: Complete this **form**, and bring it to us. The amount will be added to your personal or team's fundraising total.

THANK YOU

We appreciate the time and effort you spend organizing and executing your workplace event. Your fundraising efforts directly support longer, fuller lives for Canadians.