

# CAMPAIGN IDEAS: Events, Themes & Incentives



**Your United Way campaign can and should be a time that people look forward to each year. This is a time when they commit or re-commit to impacting the community through their contributions. Let's make sure they have some fun and are rewarded for that commitment!**

Some things to remember:

- Small incentives can be used to help increase participation. They don't have to cost you anything. Incentives such as casual day, early dismissal or coffee delivered by an executive are also great ideas to encourage your employees.
- Any of these ideas can be changed to fit your organization and goals.
- All events should promote participation and education about United Way. Education can be fun!
- The more creative your campaign is, the more fun you will have. Get crazy and enjoy!
- Pick ideas for events that your employees will enjoy and attend.
- To save money on your event, encourage employees to bring in food as part of a potluck or make your own decorations.
- Feel free to incorporate any ideas your company has into any of these event ideas. And share your ideas with United Way. We love hearing new ideas!
- The most important tip – have fun while supporting United Way!

## **FUN-raising FUND-raising Ideas**

**Casual Day** – Associates pay to wear casual clothes or make it an incentive for departments to have 100% participation.

**Bake Sale** – Everybody loves a mid-afternoon break with a brownie! Put the goods on a cart and roll from office to office or set up in the break room.

**Softball/Volleyball Tournament/Golf Tournament** – Have fun, get exercise and build teamwork while raising money for United Way. Charge the teams an entry fee and/or charge admission to the game.

**Office Olympics** – Set up an obstacle course in the lunchroom, several offices, or outside. Time contestants as they work through the obstacles. Potential stations: Typing speed/accuracy, filing, photocopying, paper clip chain building, pencil sharpening. Do it for fun or charge an entry fee. Gather the office to watch! This event would be great in an Olympics themed campaign.

**Executive Dunk Tank** – Give employees the chance to dunk the boss or their favorite manager.

**Oldest Company T-Shirt Contest** – Dust off the old company t-shirts and model them in this fun event. Contestants participate in a "fashion show". Award is new company gear.

**"Show Your Spirit" Day** – Give everyone the opportunity to show their team pride by wearing jerseys and favorite team colors. Great for a sports themed campaign! Include a tailgating event to make the day even more special.

**Baby Picture Matching Game** – Invite associates and managers to submit baby pictures to be posted. Then allow people to guess who's who. Players pay to submit their guesses. The one with the most correct guesses wins a prize!

**Pancake Breakfast/Hot Dog Sale** – Get food donations and ask for volunteers to help feed the crowd to raise money and awareness for your campaign.

**Latte Stand** – Offer a latte stand during a morning rally, reminding them how much a cup of gourmet coffee cost and how giving up just one cup a week could help someone in need.

**Kiss the Creature Contest** – Employees get a chance to cast their votes for the person they want to kiss the pig (or equally amusing animal) by putting canned goods or change into that person's bucket. Great way to combine a special food drive with your campaign.

**American Idol** – Set up a Karaoke machine and let your associates show off their skills. Have the audience vote for their favorite or add some fun by having a Simon/Paula/Randy of your own. Another twist – employees vote for the associate they most want to see sing!

**Flamingo Flocking** – Grab a flock of flamingos and a few volunteers and fill offices and cubicles with the bright pink yard art. Associates can have someone "flocked" for \$5 who may then pay to have the birds removed. Insurance could also be made available. This can also be done with "suggested donations" rather than flat fees.

**Tricycle Races** – Kickoff your campaign by being a kid again! All you need are employees divided into teams, a few tricycles, a course and a cheering audience. Winners get bragging rights! Great for a Nascar themed campaign.

**Video Game Tournament** – Set up a couple of TVs and video game systems and watch the fun as associates compete.

**Ugly Hat / Ugly Sportcoat / Ugly Tie/Ugly Earring Contest** – Employees vote for the ugliest of them all!

**United Way Trivial Pursuit** – Distribute e-mail or printed facts about United Way and its programs every day for a week. Then ask trivia questions based on the information. Those completing all questions are entered into a prize drawing.

**Basket Auction** – Each department puts together a theme basket, i.e. chocolate lovers, movie lovers, auto care, romantic, sports, etc. The auction can be in a break room, through email, or available at rallies.

**Womanless Beauty Pageant** – Evening gowns never looked so...interesting! Have some real fun by including a talent competition. Your employees will pay to see this!

**Neighborhood Barbeque** – Join with other companies near your business to have a cookout with games and giveaways. Have an agency speaker to educate folks on community issues.

**Get the Scoop On United Way** – Serve Ice Cream while employees learn about United Way. Invite United Way and other agencies to have booths at the event to speak with associates.

### **More Fun Ideas:**

Management Service Auction  
Auction Premier Parking Space  
Luncheon Seminar  
Cubicle/Office Decorating  
Contest  
Chili Cookoff

Departmental Penny Wars  
Stick it to the Man!  
Halloween Costume Contest  
Children's Drawing Contest  
Casino Night  
Tailgate Party

Candy Grams  
Executive Sumo Wrestling  
Bowl-a-thon  
Office/United Way Treasure  
Hunt  
Car Wash

## **Event Themes Around Inspirational Campaign Slogans**

Build your campaign around a theme that everyone can enjoy. It brings fun to the workplace and gives you something to which you can tie your special events.

### **Love is Working**

Decorate the office in hearts, kisses and love themed items. Play songs about love and invite employees to bring in foods that remind them of love or anything that they love doing. Have a contest to guess the "love song."

### **Share a Dream**

Give employees the opportunity to share their dreams with everyone else in the office. Dream for a day: have employees submit their dream for a day (CEO parking, long lunch etc.) and grant one wish.

### **Imagine What We Can Do Together**

Teamwork is always important. Gather employees to complete a task or volunteer project. Hang pictures around the office of teams or groups that have made a difference in communities around the world. Neighbor Helping Neighbor

### **Get on Board with United Way**

Have some fun on the lake while supporting a good cause. Rent a boat for a celebration. Employees can enjoy swimming, fishing and much more!

### **IMAGINE**

Imagine what a difference you can make. Hold a goal party to create goals for the upcoming year to help out the community and make a difference. Use your imagination. Create rewards for goals that are met.

### **Be Someone's Hero**

Superheroes never go out of style, no matter your age. Dress up as your favorite Superhero. Invite children to come in and see everyone dressed up. Make a day of it with games, food and fun!

### **Building Our Community**

There are United Way partner agencies that can use help. Get a group together to do a special project and add your special touch. To make it more fun create a team name and have hats produced for participants.

### **The Magic is You**

Bring some fun into the office via a magician. Hold a magic party complete with food, music and lots of magic tricks. Make it even more fun by holding a contest for employees to show off their best magic tricks.



### **Paint a Brighter Tomorrow**

Paint a mural in the office on a large canvas or on a wall. Have each employee paint something that represents

United Way or the community. During the painting, offer music, prizes and food. Hold a mural competition among departments to make it even more fun!

### **Working Wonders Together**

Teamwork is important. Get a group together for a fun day of teambuilding games such as tug-o-war and Simon Says.

### **Go the Distance**

Go the distance with a fun afternoon of track and field games to show support for United Way. Include fun games such as a three-legged race and a wheelbarrow race.

### **Building a Brighter Tomorrow**

Distribute hard hats to employees and host a picnic with box lunches at a nearby park or on your campus. Raise funds for United Way by encouraging employees to buy building blocks. Employees can then place blocks on a "house"; when all blocks are purchased, a complete miniature house will stand in the office as a reminder of their contribution to building a brighter tomorrow for someone in need.

### **Together We Can Make a Difference**

Have a company picnic that doesn't leave anyone out! Group employees in teams and stick together all day in "buddy system" fashion. Teams can compete against one another in various relay races and outdoor games. Employees found without their buddy will be sent to "jail" where they will wait until their buddy comes to "bail" them out.

### **Be a Lifesaver**

Enjoy Lifesavers candy while learning about staying safe. Over the course of a week, hold special workshops dealing with First Aid and water safety. Decorate with palm trees, listen to the Beach Boys, and stock up on fruity candies to make this event complete.

### **Community Spirit**

Celebrate your community by returning to the spirit of high school homecoming! Hold a pep rally to kick start your campaign, and elect a community "king" and "queen" and give out prizes.

### **Portraits of Giving**

Hire a caricature artist to do portraits of employees. Proceeds go to United Way. Display the portraits in the office.

### **Be a Champion for Your Community**

Host a Wheaties breakfast for all employees to kickoff your campaign. Set a goal of X dollars to be raised by employees. All who participate get a medal.

### **You Make a World of Difference**

Have lunch with various dishes from around the world.

### **The Power of Caring**

Invite employees to dress as their favorite "powerful" people (could be sports figures, members of the community, etc.). Have a fashion show with voting for the best costume.

### **Color the World a Better Place**

Hang a large banner with an inspiring message on it. Employees can color a section of it for a set amount. Invite kids to participate in a coloring contest.

## **Event Themes that are just plain fun!**

### **Game Show**

Have employees or executives compete against each other in a fun question and answer game. You can base it off United Way Jeopardy, Are you Smarter than..., Family Feud, you name it! Use UW information in your answers.

### **The Amazing Race**

Have your co-workers hit the road to visit and gather information on agencies that receive funding from the United Way Community Impact Fund. Have a quiz at the end to see what was learned.

### **We Love the 80's!**

Invite employees to attend a rally where they wear their favorite 80s gear or have a contest for the worst 80s gear. Try an 80s movie trivia contest over email, and make sure to include United Way bonus questions!

### **Vegas Baby: What's Raised Here, Stays Here!**

Hold a Vegas-themed rally and have departments compete in a decorating contest for the best Vegas strip. Give employees a card from a standard deck each time they do a campaign activity: attend the rally, pledge, volunteer, etc. Whoever makes the best hand throughout the campaign, wins!

### **More Themes:**

Make Your Mark (Bluehand)

Carnival

Caribbean

Nascar

NFL /College Football

Mardi Gras

Olympics

Movies

Reality Shows

Down on the Farm

Hawaiian Luau

Wild Wild West

Treasure Island

Camp United Way

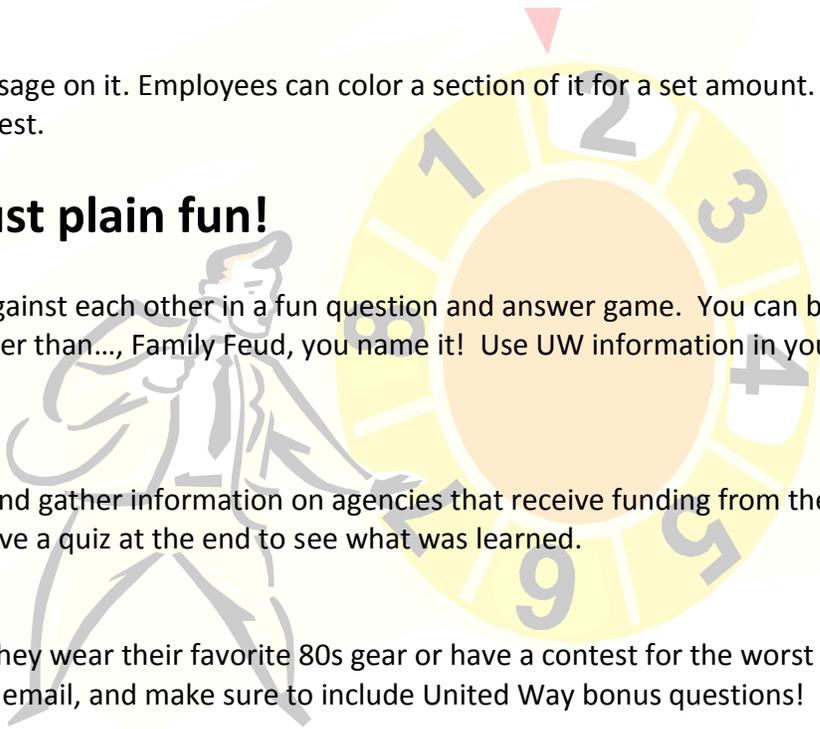
Through the Decades

Octoberfest

Tools You Can Use

Party in Paris

Oscars/Red Carpet



## Saying Thanks

Your donors have made a commitment to United Way and to this community. Show them how much they are appreciated!

**Barbecue or Pizza Party** – Invite employees to a company-wide lunch to say thanks. Have executives cook or serve.

**Beer & Brats** – Host a root beer and brats thank you party for employees. This is a great sports theme tie-in.

**Candy Gram** – Distribute candy bars with a thank you message attached to all participants who contributed to the United Way campaign.

**Scooping Up Success** – Say thanks with an ice cream social. Have volunteers bring churns of homemade or have a Sunday bar.

**United Way Merchandise** – Give United Way T-Shirts, pens or note pads with the United Way logo on them. Create your own or order items from the United Way store at [www.unitedwaystore.com](http://www.unitedwaystore.com).

**Thank You Sack Lunch** – Order sack lunches for every contributor. Include a thank you note from your CEO.

## Incentives

Incentives show employees that the company believes in United Way. They also help to get attention for your campaign. People love to get stuff! Think about the best way to use your incentives to make the most impact on your campaign. Think about drawings for 1<sup>st</sup> time donors, and step-up challenges for those giving through payroll deduction, for instance.

Days off from work

½ day off from work

Reserved Parking

Tickets to Games/Movies

Grocery Certificates

Dinner for Two

Hotel Getaways

Gift Certificates

Flowers Each Month for Year

“Sleep-in” Passes

Flee @ 3 Passes

Airline Tickets

Trophy for Department with Highest Participation

Extra ½ hour for Lunch for a Week

Time Share (donated by someone from your company)

Dinner with the CEO

Casual Fridays

CEO for a Day

Corporate Clothing

## Sweet Encouragements: Say it with Candy!

Who doesn't love candy? Use some of these sweet treats to bring some fun and (sugar-induced) energy to your campaign!

**Riesen** - Thanks for being the **Riesen** we're so successful

**M&M's** -- your support **Means** so **Much**

**Extra Gum** - Thanks for going the **Extra** Mile. extra effort etc

**Lifesavers** - Thanks for being a real **Lifesaver**.

**Reese's** - Like **Peanut butter and Chocolate** - we just go together!

**Atomic Fireballs** - Thank you for being **HOT STUFF**

**Tootsie Roll** - Thanks for the **ROLL** you play in the Campaign - or keeping things Rolling

**Crunch Bar** - Our agencies would be in a **CRUNCH** without your support

**Baby Ruth** - With your help, our campaign will be a **grand slam!**

**Dove Promise** - Your "**Promise**" meaning Pledge -will change lives.

**Almond Joy** -- Thank you for helping us feel the **Joy** of changing people's lives

**Mounds** - Thanks for the **Mounds** of work you've put in on the campaign

**Starburst** - We're **Bursting** from excitement or Help us reach for the **Stars**.

**Pixy Stix** - Our programs **STIX** out from all the rest because of what you do!

**Payday** - It's **PAYDAY**. Think United Way!

**Orange Slices** - **Orange** you glad you gave to United Way!

**Now & Later** - We want to thank you **NOW** and **LATER** for giving.

**Milky Way** – Our gratitude for your help is **WAY** out of this world!

