

# 15 FUN IDEAS TO KICK YOUR CAMPAIGN INTO HIGH GEAR!



## HERE ARE SOME SPECIAL EVENT IDEAS TO RAISE DOLLARS AND AWARENESS FOR YOUR UNITED WAY CAMPAIGN!

A campaign that is fresh and fun makes your job more enjoyable and creates more awareness among your coworkers. Below are a variety of ideas and events to help you make your employee campaign more exciting and effective.

### 1. Company-wide “Garage” Sale

One man’s trash is another man’s treasure. Everyone has old stuff they’d like to get rid of. Host a company-wide “garage sale” and sell items colleagues no longer want while raising money for a great cause – United Way!

### 2. “Look at you!” Photo Guessing Contest

Ever wonder what colleagues or company executives looked like when they were babies – or even better, when they were in high school? Host an “executives’ prom night” guessing game! Charge a small fee to play and offer a great prize for the most right answers – how about a family photo shoot or an extra vacation day. This game will raise funds as well as some good laughs along the halls at work.

### 3. Employee or Company Trivia Contest

“Mystery” employees offer little-known and unusual facts about themselves for others to guess. All featured participants place a clue in their office to help others guess their identity, or try a company trivia contest to see who knows the company history best! Charge a small fee, and award a prize to the employee who guesses the most correct answers.

### 4. Company Tricky Tray

Sell tickets for a company-wide tricky tray. All prizes would be donated so all proceeds would go to United Way. Items can be from vendors, local businesses, or donated by colleagues who have a special talent (hand-knitted blankets, homemade jewelry, free tax preparation, etc.). Tickets can be purchased during the actual campaign or leading up to pledge season.

### 5. Scavenger Hunt

Teams of colleagues, armed with a list of items that need to be found, collected, discovered, or answered, are given an afternoon to collect the items and answer the questions. All entries are judged for accuracy, creativity, and assigned points. Prizes are awarded to the winning teams.

## INCENTIVE AND PRIZE IDEAS

- LIVE UNITED t-shirt
- Bonus vacation days
- Dress down days
- Sports or event tickets
- Executive parking spaces
- Gift certificates
- Longer lunch periods
- Weekend excursions
- Spa packages
- Dinner for two
- Golf lessons
- One share of company stock
- Use of your organization’s car, condo, lodge, etc.
- Discount entertainment books
- Movie passes
- Lottery tickets
- Family portrait by company photographer
- Company giveaways (mugs, teeshirts, etc.)

## **6. Car Wash**

Employees donate \$5 to have their car washed by the organization's VIPs.

## **7. Hoop It Up Madness**

Conduct an interdepartmental basketball tournament using a portable basketball hoop in the main lobby. Just like college basketball's March Madness tournament, teams would knock each other out until the Final Four compete for the office title. Employees all pick a team to take the title. All correct guesses are entered into a raffle to win the portable basketball hoop.

## **8. Do Some Good for United Way...and Yourself**

Each department in your organization would host a special event to raise money and better the health of your employees. Ideas include: yoga classes, stress reduction seminars, personal trainer consultations, and healthy heart cooking classes. Charge a small fee to attend the classes.

## **9. Dress Down Year Round (or for at least a day!)**

Offer a "dress down for United Way" or a "Jeans Day" program where employees would purchase the right to dress down. These small fees could really add up across the company.

## **10. Dollar Power**

To demonstrate that all contributions make a difference, put together a sheet that shows the power of what one dollar can do to help someone. The "Power of a Dollar" theme, combined when asking employees to return their pledge cards, regardless of participation, resulted in a campaign increase of 500 percent.

## **11. Bake Sale**

Each department would donate an item for a bake sale. All items would be sold in a main area with all proceeds going to United Way – and maybe matched by the company!

## **12. United Way "Well Wishers"**

A wishing well could be constructed in your company's lobby where people could drop their spare change. The change from the wishing well would be tallied and go towards the United Way campaign, proving that a little change can make a lot of sense. A variation on this theme could be to collect household items and canned goods for donation to a local food pantry.

## **13. Penny Wars**

A departmental contest to collect the most pennies can add some fun to the campaign, and raise some money too! Add a little twist to the game by making pennies "positive," while silver change and paper money are counted against you. Loads of fun-spirited cheating and late night penny bottle stuffing can help raise some significant money!

## **14. Potluck Lunch**

Individuals or departments can sign up to bring an item. Charge a small fee – for a delicious homemade lunch and great company!

## **15. Get Creative!**

Hold a Wii golf or bowling tournament. Employees may enter and compete for a prize... or just bragging rights!

**Note:** Special events should enhance your workplace campaign, not replace it. Not all special events need to be fundraisers; it is equally important to educate and take the time to thank everyone.