

United Way Campaign Make Your Campaign Fun and Informative

Put a little pizzazz in your campaign! Make it fun and memorable! It's easy to do. Even workplace campaigns with limited time and no budget can be fun for everyone. Here are some proven ideas to put fun into your campaign. These activities are *in addition to* the signing of Employee Pledge forms, and help capture your employees' attention, build morale, and make the duration of your Workplace Campaign truly memorable.

The Basics

- ◆ Don't forget to incorporate the Campaign Basics into your ideas.
- ◆ Educate, don't pressure. An educated donor is a happy donor and one that continues to give.
- ◆ Include United Way guest speakers.
- ◆ Publicize with posters, brochures, banners, etc.
- ◆ THANK EVERYONE!

Special Events

- ◆ Host a game show to highlight knowledge about United Way and agencies (e.g., Jeopardy, Wheel of Fortune, Weakest Link, Survivor, etc.)
- ◆ Hold a poster contest for employees' children. One company turned theirs into colorful calendars which they then used as thank you gifts.
- ◆ Hold a putting golf tournament in your office! Departments can team up to make challenging and creative "holes."
- ◆ Management can serve as "chefs" at a kickoff barbecue, or have them serve a pancake breakfast, burger fry, bake-off or ice cream social.
- ◆ Chili cook-offs are always popular. Have each department form a team and prepare their special "secret recipe" chili. It makes a great luncheon, and the office can vote for their favorite recipe!
- ◆ Hold a United Way carnival (bean bag toss, three-legged races, pie in the face, executive dunk tank, etc.)
- ◆ Organize an office treasure hunt. Use United Way oriented "clues" to direct your curious co-workers to a "prize" hidden in the office.
- ◆ Any day can be "Casual Day for United Way." Let employees purchase the opportunity to dress casually. You can use pins or stickers to proclaim the donor's privilege of dressing down.
- ◆ A "Packer Day" can be held in support of United Way and the Green Bay Packers. This is a fun twist on the Casual Day, and allows employees to support their team. You could also tie in a tailgate party during the lunch hour and ask employees to bring in their favorite dish to pass around!
- ◆ Penny Wars to pit departments against each other in a fun and competitive way. Each department is given a penny jar. The department with the most money "wins," BUT any

silver coin or paper bill is subtracted from the total dollars. Have the jars in a central place where all employees can participate. This is fun, competitive, and the jar proceeds can be given to United Way.

- ◆ Have a Supervisor's "Fear Factor" "triathlon" contest: Supervisors race from Point A to Point B in scuba gear; at point B, supervisors have to find the bubble gum in a plate of whipped cream without using their hands; the first supervisor to blow a bubble wins.

Extra Fundraisers

While the emphasis for your campaign should be placed on the traditional solicitation of pledges, many companies incorporate extra fund raising events into their Workplace Campaign to supplement results and to have more fun. To encourage greater participation, we recommend the costs to participants be minimal.

- ◆ Sell chances for a drawing (e.g., for an autographed Green Bay Packer football) for \$1
- ◆ Bake Sales
- ◆ Car Washes. Perhaps sell chances for supervisors/manager to wash the winning cars during lunch hour, so everyone can watch!
- ◆ Popcorn sale.
- ◆ Computer smash
- ◆ Pizza luncheons
- ◆ Halloween pumpkin carving contest.
- ◆ Employees can send inner-office candy-grams for a nominal price to co-workers.
- ◆ Cubicle decorating contest, perhaps along a theme, e.g., Everything Elvis.

Budget Campaigns

While many companies do allow a modest budget to run the United Way Workplace Campaign to run related activities and events, some companies have no budget. The ideas listed below are at little or no cost:

- ◆ Ask local merchants/restaurants for a donation to use as a raffle item or incentive.
- ◆ Ask managers to donate services- - bring coffee for a week, valet parking, run errands, etc.
- ◆ **"Precious Pets" Photo Contest:** Employees bring in pictures of their pets and everyone votes for the cutest shot!
- ◆ "Treasures 'N Trash." Collect egg cartons, meat trays, fabric scraps, etc, to donate to children's agencies for craft projects.
- ◆ **"Guess the Baby" Contest:** Employees bring in a baby picture and everyone can guess who is who.
- ◆ Food, Clothing or Basic Needs Drive

- ◆ **Make a “Community Quilt”:** Employees can use a piece of construction paper or colored paper to make a collage related to United Way or your campaign theme. Tie all the squares together and display proudly.
- ◆ **Puppy Love:** Ever hear that a lot of pets look like their owners and vice-versa? Test this theory by having employees try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most right answers and maybe provide gift certificates to owners who look most like their pets.
- ◆ **United Way Olympics:** Employee teams compete with each other for prizes in outrageous athletic events, including the cotton ball life, water balloon toss, wastebasket free throw, etc.
- ◆ **Tricycle Races:** Staff or members of management race tricycles outdoors or through the building.
- ◆ **Office Chair Plunger Races:** Have employees race on their office chairs using only toilet plungers to push themselves along!
- ◆ **Best Celebrity or Employee Impersonation:** Hold a contest for employees to dress or act as their favorite celebrity or fellow employee. Be sure to put together a good judging panel and award prizes.
- ◆ **Pie-eating Contest:** Choose employees or managers to compete in a pie-eating contest. Tie participants’ hands behind their back and time them to see how many cream pies they can eat in the designated time.
- ◆ **United Way Trivial Pursuit:** Distribute email, printed questions or put up “potty paper” in the restrooms 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 drawing.
- ◆ **Silent Auctions:** Silent auctions are fun, effective and easy. Have staff auction off services, such as washing someone’s car in the parking lot, cooking a three-course meal, or any crafts the talented staff can donate. Or have executives auction off their parking spaces, etc. In addition, solicit local businesses and vendors for prizes.
- ◆ **Oh, Baby!** Recruit one manager from each department to compete in a baby food-eating contest. Track which employees gave from each department, then draw for employees to feed their managers. Just to make things more interesting, blindfold the managers and the employees who get to do the feeding. You may want to use baby bibs!
- ◆ **Executive Dare:** Once a campaign goal is set, challenge the staff. If they can collectively reach the goal a manager or CEO will perform a dare. For example, split the office into two teams with one executive for each team. The executive assigned to the team who raises the most dollars enjoys lunch cooked and served by the executive of the opposing team, or the “losing” executive has to pick up road kill along a specific stretch of highway, etc. Decorate the losing executive’s office with memorabilia from the winning team.
- ◆ **Progressive Breakfast:** Have each department bring a breakfast food item. Employees rotate throughout the office to sample each department’s contribution to the progressive breakfast. This is a great chance to mix with other departments and boost communications.

- ◆ **Lunch Box Auction:** Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous lunch.
- ◆ **United Way Jingle Contest:** Have each department come up with a song about United Way. Each department performs their jingle for the other employees and a judging panel.
- ◆ **Early Bird Gets the Worm:** In the middle of your campaign, treat donors who have already turned in a pledge form. Place a balloon on their desk (weighted down with candy kisses or Live Savers) with a note of thanks. This encourages employees to turn in their pledge form early, while recognizing individuals who are eager to give.

Themes

Workplace Campaign themes get the message across and tie your campaign together. Examples of themes are:

- ◆ **Be a Champion for Our Community:** Hold a “Breakfast of Champions” kick-off meeting and hand out miniature boxes of Wheaties to all employees. Scan the CEO’s face onto sports champion’s bodies. Throughout the week hold the United Way Olympics. Present medals to donors with extra vacation days, casual days or other incentives.
- ◆ **Raiders of the Lost Heart.** Each department represents a piece of the heart. You have met your goal when the entire heart is filled in.
- ◆ **Close Encounters of the Caring Kind:** Create an alien theme. Decorate the office with employee’s names on moons and stars. Name each department after a different planet. Have a costume contest for the most convincing alien. Award the department that has the most enthusiasm with an “Out of This World Caring” award.
- ◆ **Star Search:** Model your campaign after the popular TV show. Search for your own stars within your company by hooding a karaoke contest, talent show or best United Way supporter contest.
- ◆ **Heroes Among Us:** Create a hero theme by promoting either heroes in your company who have volunteered within your community or have some fun with this theme, and make up your own comic book superheroes, such as Magnificent Mentor Man, Captain Care and Fabulous Philanthropy Gal. Serve hero sandwiches and pass out comic books with door prizes listed inside.
- ◆ **Fifties FunFest:** Hold a karaoke contest, Elvis look-alike contest, Name That Song contest (when employees have to match a snippet of lyrics to the proper song), serve root beer floats, a Fifties Dress-up Day, etc.
- ◆ **Sports Theme:** Have a pep rally kick-off, tailgate party lunches, hallway golf games, etc.
- ◆ **Raisin Money:** Use the California Raisins inspiration: pass out boxes of raisins to people as they turn in their pledge cards.
- ◆ **Mardi Gras:** Hold an office parade (can use office chairs as “floats”), have a Cajun potluck lunch, pass out beads and have fun.

- ◆ **Survivor:** Vote people off “Campaign Island.”
- ◆ **1960’s Theme:** Dress in 60’s garb, use smiley face pins, tie-dyed anything!
- ◆ **Counting on You:** Can have different counting games, count jelly beans in the jar, etc. Count the ways you can help, count the United Way partner providers!
- ◆ **Lights, Camera, Action:** Have employees dress up as their favorite actor/actress, play movie trivia games, have executives’ names in stars down your own hallway walk of fame, show movies in the lunch room.
- ◆ **Exotic Locales:** Whether you transform your office into a Hawaiian luau, African safari or the Australian Outback, employees are sure to have a wild time! Encourage everyone to dress the part and bring theme-related food to share!
- ◆ **TV Shows:** Who Wants to be a Millionaire, Gilligan’s Island, Friends, That 70s Show, Star Trek, Happy Days, The Simpsons, Jeopardy, Fear Factor, Law and Order.
- ◆ **Current Fads or Trends:** The Olympics, elections, recycling, physical fitness/health.
- ◆ **Historical Eras:** Pirates, Pony Express, Rodeos, Renaissance, Sock Hop, Camelot, Outer Space.
- ◆ **Music:** You Raise Me Up, That’s What Friends Are For, Put a Little Love in Your Heart, Lean on Me, You Needed Me, etc.

Prizes and Incentives

Prizes and incentives can provide a boost to the campaign while showing your employees that they are appreciated.

- ◆ Time-off: an extra vacation day, a half-day, etc.
- ◆ Movie or video rental passes
- ◆ Lunch with the CEO
- ◆ Free oil changes
- ◆ Gift certificates to stores, restaurants, salons
- ◆ Open up your office’s soda machine and pass out free soda to everyone.
- ◆ Prime parking spaces, perhaps with a sign saying “United Way Star Employee” or the CEO’s reserved spot for a week of the employee’s choice.
- ◆ Lottery tickets
- ◆ Free night at a local hotel for a “mini-getaway”
- ◆ Tickets to sporting events/music events, etc.
- ◆ Free family portrait
- ◆ Valet parking by an executive/supervisor for the week of the employee’s choice.
- ◆ Sleep in Late awards
- ◆ Cellular phone with free minutes
- ◆ Corporate clothing

- ◆ Use of company car
- ◆ Call in “well” day