

Fun Campaign Ideas

As your company's United Way Campaign Coordinator,

you want to make sure this year's campaign is fresh and fun while also creating awareness about how donations to United Way help the community. Here are some examples of special events and ideas to help you do so.



Keys To A Successful Event

Recruit a committee with representatives from all levels and locations in your organization. Planning an event can be time consuming. The more people you involve, the more support you will have.

Choose an event that is appropriate for your work environment.

Select a date and location. Consider an easily accessible location.

Develop a detailed plan and timeline.

Assign roles and responsibilities: publicity, prizes, decorations, audio/visual, food, volunteers, etc.

Report the results to your employees and United Way.

Send "thank you" notes or make telephone calls to everyone who helped.

Educational Ideas

Use E-Mail - Distribute "20 Days of E-mail" to your employees available in this folder and online at www.unitedwaypoco.org. Click on the "Tools for a Great Campaign" tile and then click on "20 Days of E-mail" link to download the document.

Mystery Hunt - Clues (sent via e-mail or memo) lead hunters to a United Way agency or co-worker who is connected to an agency. You could have a new hunt each week for a month. This is a great way to educate employees about United Way programs and services.

Bagging It - Designate a day as "Brown Bag Day" every month or every other month. Encourage staff to bring their lunches on that day and bring in a speaker to talk about a United Way funded program. After the lunch, post a brief summary of the presentation on your website, print it in your newsletter, or distribute via e-mail.

Got Games? - Educate employees about United Way and its partner programs in a fun way by incorporating a game show theme. Use information from United Way printed materials and our partners' websites. Play the game(s) at a group meeting, or give everyone the opportunity to play by creating a worksheet or posting questions online.

Start Right - Make United Way part of your new staff orientation. We have packets of information that will help your new employee learn more about United Way in our community. Get your new staff off to a good start and increase participation in your campaign.

Literature Drop - Help your employees learn more about United Way's impact in the community. Set up a table and make brochures, newsletters and other materials from United Way and our partner programs available. Posters, table tents and note cards are also great for building awareness.

Food-Related Activities (If you FEED them, they WILL come!)

Latte Stand and Giving Example - For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

Bake Sale/Cookie Exchange - Ask employees to bake their favorite cookies or other goodies. Sell plates of the treats to employees. Charge an additional fee for the recipe.

Employee Cookbook - Encourage employees to donate their favorite recipes to be collected, published and sold in a company cookbook. A variation of this theme is to sell books on golf, gardening, etc. Request employees' children provide illustrations.

Candy Grams - Sell candy with your company or United Way's logo on it. All proceeds go to the United Way.

Midnight Breakfast - If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees.

Eating Contest - Who can eat the most in a given amount of time (hot dogs, pie, crackers, pickles, etc.).

Chili Cook-Off- VERY popular! - Employees cook their favorite chili. Organize a panel of “expert” judges to decide on the best recipe. Charge employees to sample and eat lunch or even have the employees vote.

Whipped Cream Pie in the Face - Host a whipped cream throwing contest. Use sponges covered or pie tins filled with whipped cream and try to hit a target. Get management to be the targets and have employees pay to play.

Potluck Payoff - Organize a potluck lunch and have everyone bring a favorite dish. Charge employees to have lunch.

Bakery Cart - Wheel a serving cart through the workplace and sell bagels, doughnuts, cookies, coffee cake, coffee and juice, with proceeds going to United Way.

Lunch Box Auction – Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

Taste of the World Luncheon – Offer a lunch buffet of ethnic foods.

Executive Chef – Auction off dinner for two (or more) at the home of an executive.

Activities & Events

Basket Auction - Ask each department in your organization to sponsor, create and fill a theme basket (spa, chocolate, golf, cooking). The baskets are then auctioned off. The department that has the most tickets at the end also wins a prize.

Car Wash - Charge employees to have their car washed by management. Take and sell pictures.

Dress Down Day - Sell employees the right to dress casually or silly for a day. Variations include: “Silly Hat Day”, “Sport Team Day” or “Ugly Shoe Day”. United Way has “Casual Day” stickers available at no cost.

Survivor Game - Each participant pays \$5 to join and has to do something each day to stay on the island. They have to: bring an item for the silent auction, bring in baked goods for the bake sale or wear a certain color. Winner receives paid time off.

Coin War - Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins. All cash collected is donated to United Way.

Auction - Auction off staff services (i.e., babysitting, oil change, lunch for a week), executive parking spaces, donated merchandise or services. Try conducting the auction over your internet site.

Rummage Sale - Ask employees to donate old items (books, CDs, videos) for a company or department-wide sale. Unsold items may be donated to a local shelter.

Carnival Lunch – Set up a mini carnival over the lunch hour. Charge to play games such as ring toss, balloon pop, ping pong toss.

Mini Massage – Find a massage therapist who is willing to donate their time. Charge employees for a 15-minute chair massage.

Sports-Related Events

Football Toss - Measure for distance and accuracy with prizes for top Guy and top Gal. Charge per attempt.

Golf Outing - Organize a golf outing for employees. Participants pay an entry fee. Have goofy prizes for highest score, most putts, longest game, etc.

Bowl-A-Thon - Organize a bowling contest at a local bowling alley or set up makeshift lanes at the office. Participants pay an entry fee. Give the winning team a prize.

Office Miniature Golf - Provide putters and build a nine-hole course featuring slinkies, staplers, chairs and other creative obstacles. Participants sign up in teams of two, with or without a registration fee.

Office Olympics - Make up your own “Olympic” games having a team admission fee. Brainstorm new ideas– roll the egg (not hardboiled) with your chin across the finish line without breaking it, relay race handing off a full glass of water on a tray using one hand spilling as little as possible, office chair races, waste basket free throw, paper airplane toss. Use your imagination!

Tricycle Race - Run a tricycle race around your building or parking lot using children’s tricycles. Entrants decorate their bikes and have that as a contest also. Have the staff place money on the one they think is going to win. Cookout after race.

Volleyball/Softball/Touch Football/Basketball Challenge - Play real or improvised games with teams of employees. Charge an entrance fee or a canned good for each participant. Spectators may wager for the winning team. Do the challenge with year-round sporting events to raise money all year round.

Packers Day - Sell stickers that allow employees to wear Packer attire during the season. Host a Packer tailgate party during lunch asking employees to bring their favorite dish.

Marshmallow Driving Range - Set up your own driving range, but use marshmallows instead of actual golf balls - to make it more manageable. Award prizes for the longest and most accurate drives.

Video Game Olympics - Set up a video game console and hold a tournament. Proceeds from entry fees go to United Way.

Games & Contests

Who Is It? - Gather baby pictures of co-workers. Have a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. Give an award for the most correct matches.

E-Bingo - Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

Kids Coloring Contest - A colorful way to get everyone's children involved is to have children color a United Way logo or have them make a picture that shows giving or sharing. These pieces of art are great to use on thank you cards, t-shirts or bookmarks. Sponsor a contest and give a prize to the top three artists.

Ugliest Apparel Contest - Contestants pay to enter the ugliest tie, earrings, socks, or stockings contest. Take pictures of the participants and have employees 'vote' on the ugliest apparel by contributing a dollar.

Picture Match Game - Invite employees to try their luck at matching high school pictures, pet pictures or celebrity pictures to executives. Charge employees to vote and award the entry with the most right answers a fun prize.

Scavenger Hunt - Employees pay an entrance fee to hunt for hidden items around the office or neighborhood. Give employees a time limit. Award the winning team a prize. Add themes by having employees dress as detectives or hunt for themed items.

Board Game Contest - Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

Other Ideas

Jeans Day - Everyone loves an opportunity to wear jeans to work for a day. Have employees pay \$5 to wear jeans to work for a day, or \$20 for a week with all funds raised going to United Way. Employees can wear stickers saying "United Way Jeans Day." Or, to encourage more people to donate, set a participation goal that rewards "Friday Jeans Days" for the remainder of the year if that goal is met.

Lose Your Locks - Have employees volunteer to cut their hair or shave their heads if goals are met.

Balloon Pop - Employees or vendors donate prizes for this event— a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees buy a balloon and pop it to find out what prize they've won.

Funniest Home Video - Employees bring in tapes of funny moments caught on tape. Vote on the best video, winner gets a prize.

Casino Night - Provide a few game tables, one bingo table, bean bag toss and snack table. Employees and their families create a successful casino night. Have local businesses donate prizes for the winners.

White Elephant Sale - Have items in storage you don't use? Gifts you never returned? Donate them to the sale or conduct a gift exchange. Your trash is someone else's treasure!

ETO (Extra Time Off) Goodie Bags - Assemble and sell bags of candy. Each bag includes a slip of paper with messages such as, "Congratulations. You won 4 hours of extra time off," or "Sorry, you didn't win extra time off. Please play again."

Other Ideas... Carnival Games, Dunk Tank, Cake Walk, Musical Chairs, Guessing Game— How many M&M's in the Jar, Singing/Poetry/ Songwriting Contest, Pizza Party, Popcorn Sale and Watermelon Seed Spitting Contest.

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Incentives & Prizes

- Traveling trophy for department with highest participation
- Bonus vacation days
- Prime parking spaces/free parking
- Movie passes
- Department pizza party
- Day off to do volunteer work
- Chair or hand massage
- Lunch or dinner with CEO
- Gift baskets or goodie bags
- Early dismissal on Friday
- A two-hour lunch break
- Sleep-in-late or leave-work-early pass
- Job swap (boss does winner's job for a day)
- Gift certificates donated by local merchants
- Mugs, T-shirts, key chains, etc., with company logo
- Casual days
- Lottery tickets
- Cafeteria coupons
- Employee-designed T-shirts
- Celebrity autographed items

Saying Thank You

During and after a successful campaign, it's important to say "thanks" to all the employees who volunteered their time and energy. Here are some ideas to convey your gratitude:

- Host a "thank you" breakfast or luncheon at a local restaurant or have management cook food on office premises.
- Develop a bulletin board featuring your employees' efforts: hang a giant thank you card, post a thank you from an agency or develop a collage of photos of your employees doing volunteer work or helping with the campaign.
- Spend a few minutes at the next staff meeting during which your CEO can congratulate employees and acknowledge campaign workers.
- Start the day on the right foot by delivering coffee and pastries to each employee's desk.
- Partner with kids from a United Way agency and have them draw "thank you" cards for employees.
- Run a "thank you" ad in your company newsletter.
- Hand out pens, hats, T-shirts or notepads with the United Way logo on them.
- Insert "thank you" notes with pay checks or pay stubs.
- Distribute candy with a personalized note from management.
- Display thank you messages on computer screens, bulletin boards, voice mail, etc.



**Remember to have fun.
And dunk a CEO while doing so.**

For more ideas or help in implementing them, please call Fred or Scott of United Way at 715-341-6740.