

# Fun Campaign Ideas

## Tricycle Races

Staff or members of management race tricycles outdoors or through the building.

## Putt-Putt Tournament

Set up a miniature golf course throughout the office. Have various departments design each hole, using United Way information and materials. Give a monetary gift to the winning department's United Way agency. Employee teams also compete for prizes.

## Game Show

Have a host and use United Way trivia questions. Have participants use bicycle horns when the answer is known. Give United Way promotional items as prizes.

## Oh Baby!

Post baby pictures of managers and have employees identify the babies. The employee with the most correct matches wins a prize. Consider collecting diapers, baby food and other baby related items for a United Way agency as part of this contest.

## Balloon Pop

Employees donate prizes for this event—a variation of traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay \$1 to buy



a balloon and pop it to find out what prize they've won.

## Let's Make a Deal

Go around the office and ask random United Way related questions ("Name two agencies that help the elderly, children, etc." "Which United Way member agency is closest to our office?") Each time someone gets the answer right, give them a prize on the spot. Ask your CEO to go with you and hand out prizes.

## Pumpkin Carving Contest

How about a Halloween theme for you campaign this year? Have a pumpkin carving contest. Charge a nominal fee to enter and vote. Award prizes in categories including best traditional pumpkin, most creative, best

effort by group or individual and best entry involving multiple pumpkins.

## Silent Auctions

There are several varieties of auctions. Silent auctions have been the most effective, fun, 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 businesses and vendors for prizes.

## Casual for a Cause

Allow employees to pay a fee to dress down for a day (i.e. Friday jeans day).

## Chili Cook Off

Employees cook their favorite chili recipe to be judged by co-workers. Create a cook book containing all of the secret chili recipes and give a copy to each investor. Make sure to feed the entire staff after the judging is completed.

## Build Your Own Sundae

Create a sundae bar with an assortment of ice creams and a wide variety of toppings. This can also serve as a thank you event.

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## Staggered Lunch

Perfect for businesses that take lunch hours at specific times. Organize three time slots when three different groups come in for lunch and listen to a United Way speaker. Make it fun and enthusiastic with prizes awarded and a free gift for all.

## Cookie Exchange

Have each employee bring a plate of their favorite cookies to work and swap them with another employee.

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## Candy/Balloon Grams

Sell candy-grams and/or balloon-grams for employees to send to other staff members.

## Book/Video/CD Sale

Have employees donate used books, CDs and videos to sell to co-workers.

## Auction

Ask vendors and employees to donate items or services to be auctioned. The auction can be done either as a silent auction or an on-line auction. Variation: Have employees create baskets of items to be auctioned. The baskets can revolve around a theme (i.e. Spa, Hair Care, Kitchen, etc.).

## Car Wash

Track which employees invested in United Way, then draw for employees to get their car washed by the CEO or a member of management. Variation: Allow employees to pay to have management wash their cars.

## Early Bird Gets the Worm

In the middle of your campaign, treat investors who have already turned in a pledge form. Place a

balloon on their desk with a note of thanks. This encourages employees to turn in their pledge forms early, while recognizing individuals who are eager to give.

## Employee Cookbook

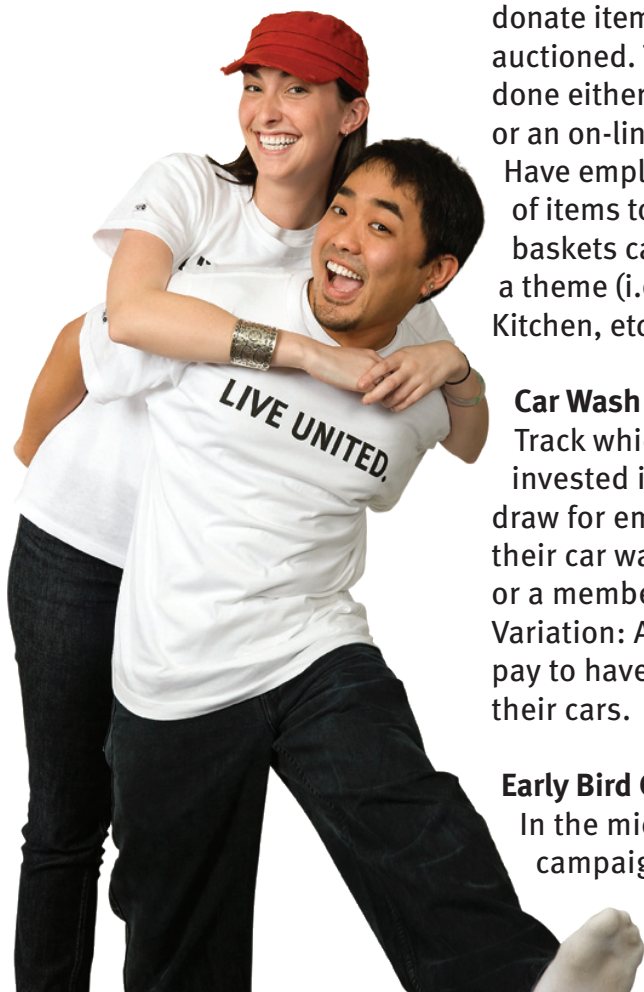
Employees donate their favorite recipes to be collected and published into a bound book. Employees' children can illustrate the cookbook. A variation of this is to sell a "hint" book (i.e. hints on gardening, camping, golf, decorating, etc.).

## Jail-N-Bail

Hold in correlation with an employee picnic or festival. Have a booth where employees pay to have co-workers, supervisors, managers or executives incarcerated for short periods during the event.

## Penny Wars

Divide into teams, obtain large jars (ask area water cooler companies for a donation of jars that are no longer watertight), and have the teams decorate them. Put pennies into your jar to increase the score and sabotage others by adding silver coins and dollar bills, which decrease the score.



# Prizes, Incentives and Saying Thanks

There are many different prizes to award employees for participation in campaign events. Not every prize has to be huge—people like to be recognized no matter what the prize. Even if your campaign budget is small, you have access to some great prizes.

*Vacation days, extended lunch hours and donated items from places with which you conduct business are great ways to offer incentives without spending a lot of money.*

- Sleep in late awards
- Flee @ 3:00 coupon
- Prime parking spaces
- Paid time-off
- Open soda & candy machines
- Free oil changes
- Gift certificates
- Cell phone with free minutes
- Big screen television
- Pizza party
- Corporate clothing
- Casual Fridays
- Free dinner catering
- Use of company car
- Tickets to pro football games
- Airline tickets
- Postage stamps
- Call in “well” day
- Free hotel stay
- CEO for the day
- Computers—new or gently used
- Lottery tickets
- Cocktails/dinner at CEO’s home
- Movie tickets
- Theater or museum passes

## **Saying “Thanks”**

After a successful campaign, it is very important to say “thanks” to all the employees who helped make your

campaign a success. People want to feel appreciated when they have done something positive and helping the community by giving to United Way is no exception. There are many different ways to say thank you to all of your co-workers who helped make it possible.

## **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 United Way.

## **Thank You Sack Lunch**

Order sack lunches for every contributor. Include a thank you note from your CEO or, include thank you drawings or letters from children served by a United Way agency.

## **Prize Patrol**

Have management or the campaign committee wheel the prizes around the office on a cart until they reach the winner for public recognition. If you do this once a day during your campaign, it serves as a reminder to others to turn in their pledge card.

## **Waffle/Pancake Breakfast**

Have management serve up

breakfast for everyone who contributed.

## **Milk and Cookies**

Design a special cookie wrapper with a thank you message. Place the wrapper around a package of cookies. Homemade cookies would be a special treat.

## **Balloons or Flowers**

Surprise each contributor the last day of the campaign. Place a balloon or flower at their desks to thank them for their thoughtfulness.

## **Candy Gram**

Show your employees a little appreciation with a treat for their sweet tooth! Distribute candy bars with a thank you message attached to all participants who contributed to the United Way campaign.

## **Scooping Up Success**

An ice cream social to help celebrate the campaign is a great way to say thank you. Have the management team scoop up the ice cream and personally thank each employee.

## **“I Contributed” Cookout**

Offer a cookout to all who contributed. Have the cooks wear aprons with the United Way logo.

# United Way Resources

## Online Campaign Toolkit

The online toolkit can be found at: [http://uway.org/campaign\\_center/campaign\\_toolkit/](http://uway.org/campaign_center/campaign_toolkit/) or you can simply go to [www.uway.org](http://www.uway.org), click on Campaign Center, and click on the Campaign Toolkit tab on your left.

The purpose of the campaign toolkit is to simplify your tasks by supplying you with information regarding the campaign. Within the content of the toolkit, you will find client success stories, key messages and ads among other sources of vital information to assist in educating your employees about United Way. All materials can be downloaded using Adobe Acrobat Reader. For any materials that are not readily accessible, contact your account manager or visit our offices located at 1800 Main Street in downtown Columbia.

## What resources are available online?

- Active Campaign Solicitation Strategies
- Frequently Asked Questions (FAQs)
- What Does Your Contribution Buy?
- List of Certified Partner Agencies with designation codes
- Having Fun With Your Campaign
- United Way Store link
- Saying Thank You
- Link to United Way campaign film
- United Way logos
- Posters
- Brochures
- Pledge Forms
- LIVE UNITED Stories
- Request for speaker



## Official Logos

These are the official logos for United Way of the Midlands. United Way of America does not allow any element of the logo to appear separately. All logos must be whole. Logos for special materials may be obtained by contacting Joey Wallace at [jwallace@uway.org](mailto:jwallace@uway.org).



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