

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 co-workers. 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.

6. Car Wash

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

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, t-shirts, etc.)

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.

Best Practices: Workplace Campaign Incentives—*Offering incentives motivates those not inclined to participate; encourages greater participation than originally intended; and helps obtain personal contact info.*

*The United Way of East Mississippi saw a particular workplace campaign go from **\$1,200 to \$26,000** just by adding incentives to make the campaign more fun and exciting. Below are some great ideas from leading companies that make a difference in the annual campaign!*

Comcast Corporation

- Comcast thanks employees through Executive messaging on their intranet site, TeamComcast, through press releases that recognize the collective efforts of employees, and through senior leadership meetings.

The Dow Chemical Company

United Way Campaign Thank Yous—One Person at a Time

- Some sites give campaign ambassadors special tokens of appreciation. For example, campaign ambassadors in Midland, Mich. received reusable United Way **tote bags** and **Live United t-shirts**.

Leadership Giving Thank Yous—One Person at a Time

- Many sites hold special appreciation events such as **ice cream socials, breakfasts and luncheons**.

Eli Lilly and Company

Food and Prizes—A Winning Combination

- All plant site employees received **free ice cream** at United Way celebration events as a thank you. Additionally, anyone who completed the pledge process was automatically **entered into a drawing for raffle prizes**, including Indianapolis Colts tickets, Spotlight points, prime reserved **parking places** and **tickets to cultural events** such as the Indianapolis Symphony Orchestra.

General Mills, Inc.

- **Extra day off work!** The most significant incentive/thank-you is a “Care Day,” an extra day off work for headquarters employees who increase their United Way giving by specific targets (including a 12 percent increase in giving). Over half of givers contributed at these levels. Some plants offer a drawing for an extra day off for those who participate at certain levels. At headquarters, employees who return pledge forms by the deadline enter a drawing for a prime parking spot. Other incentives and drawings are offered at plants. Also, treats are handed out to everyone and Intranet news stories and posters thank people for their generosity. Retirees giving at a certain level are entered into a **drawing for gift cards**.
- During the campaign, in addition to thanking employees by giving them an extra day off in recognition of their contributions, General Mills handed out **cookies** at headquarters, had a viral video featuring United Way agency leaders and a Boys & Girls Clubs student thanking employees for their generosity. They also recognized employees by encouraging groups of employees to have their **photos taken** in a giant photo frame that reinforced the campaign logo. The photos were posted on an online bulletin board.

Foundation Face-Off Competition

- A competition in which winning business divisions received a **\$2,000 contribution** to the United Way agency of their choice. The competition was based on employee participation and how the division engaged their employees in the campaign and in community needs. Some teams held on-site volunteer projects through Caring Connection. Others held daily United Way trivia contests about community needs, while others held talent contests.

Kellogg Company

- Kellogg recognizes that they could not have exceeded their United Way campaign goal, especially in this difficult economic climate, without the support and generosity of employees nationwide. As such, they thank and recognize them through a number of specific efforts:

Pledging—Corporate Employees

- Pledge of 1.5% of base salary: **one-and-a-half days off** with pay, a Tony the Tiger and Ernie Keebler **salt & pepper shaker set**, and **name displayed on a “leadership board”** posted outside of the HQ cafeteria.
- Pledge of 1% of their base salary: one day off with pay, a Tony the Tiger and Ernie Keebler salt & pepper shaker set, and their names displayed on a “leadership board” posted outside of the HQ cafeteria.
- Pledge of 0.5% of their base salary: half-day off with pay.

Pledging—Employees Companywide

- Pledge of 1% of their base salary: Tony the Tiger and Ernie Keebler salt & pepper shaker set.
- Many facilities thanked their employees with various **breakfast, lunch or refreshment-break events**, recognition in newsletters or meetings, **T-shirts** and other incentive items.

Kimberly-Clark Corporation

Employees are thanked and recognized for their support of United Way in a variety of ways, including:

- Pre-, during- and post-campaign mill celebration events to recognize employees for their United Way support and involvement
- Kimberly-Clark **products** for United Way donors
- Celebration events with the local United Way, including check presentations
- Thank-you signage and posters are on display throughout facilities to recognize those who have participated in the campaign
- Monthly drawings for prizes including area business **gift cards, prominent parking spaces, Thanksgiving turkeys, Christmas hams, free vacation days, and company product**, for Guideline and Leadership Givers
- **Jeans Days** are a very popular reward for successful campaigns

Microsoft Corporation

- At Microsoft, each group determines the best way to recognize employees above and below leadership levels after the campaign as well as year round contributions. Additional recognition is done at a “Wrap Party event” immediately following Day of Caring, Intern Day of Caring, local office day of Service events and all other United Way events.

Nationwide Insurance

- To drive excitement and early pledges, Nationwide conducts drawings for **800 half-days off** during the solicitation phase of the campaign. An associate's chances to win increase by pledging early and higher giving. Those who completed the ePledge process were entered in up to four separate drawings for 200 half-days off
- Nationwide also utilized a **weekly shopping spree contest** to drive associates to their intranet site and search for winning information about United Way.
- Each non-anonymous donor to the United Way campaign receives a **re-giftable stuffed animal**. For the past six years, they have offered associates the option to re-gift the item to a United Way agency benefiting children. Thousands of these creatures find their ways into children's hands and hearts through United Way agencies serving children. This approach enables Nationwide to put one of United Way of America's best practices to work.
- On the day results were announced, banners hung from second-story balconies and balloons set the tone for a celebration in Columbus, Ohio and across the country in each key employment center. As associates arrive (beginning at 7 a.m.), senior leadership including the CEO joined campaign chairs and volunteers at each entrance way to **shake hands** with associates. Donned in large United Way thank-you buttons, they create the largest country-wide thank-you effort in Nationwide's history. Several associates remarked as they traveled the building that morning and were **thanked by multiple leaders** in different areas of their buildings, that they had never been thanked so very much in their career at Nationwide. These locations included Canton, Ohio, Des Moines, Iowa, Harrisburg, Pa., Lincoln, Neb., Gainesville, Fla. and Raleigh N.C. Several leaders also walked their work areas distributing **cookies, donuts, coffee and other small tokens of thanks** that morning.
- As campaign finale took place, every associate across the country received an e-mail flash message. The flash, complete with Nationwide's CEO's image, voice and signature, talked about his pride in their generosity and support for United Way.
- Another way Nationwide thanks associates and the United Way agencies that have touched their lives, is to offer a quarterly **Thank You Grant of \$2,500**. To compete for these grants, associates and agents submit a story about the United Way agency that touched their life. These stories are a part of their educational campaign and one agency each quarter receives the grant on behalf of an associate.

Procter & Gamble

- To express gratitude for employee support of the United Way, P&G starts each campaign by conveying appreciation for past support. Using tools like fun, incentive-based initiatives such as **raffles and lotteries**.
- Campaign coordinators are acknowledged with **token gifts and a celebratory breakfast**. Many receive a Power of You Award.
- For their commitment to the Company, consumers and communities, P&G thanks employees with an annual Family Day event such as at a **local amusement park**. They also present a **Holiday Gift Basket** with P&G products and other treasures to every employee and retiree as a year-end token of appreciation.

Wells Fargo

Local Market Recognition

- Wells Fargo local market leaders define the best approach to recognizing team members year-round in their specific areas. In some markets, inviting team members to **special events** is best; in others, more creative ways to recognize them are required due to difficult logistics or cultural concerns. While the

method and type of recognition varies by market, the bottom line is that all donors are openly recognized (except those who choose to give anonymously).

Corporate Recognition

- In 2009, more than 100 UNICEF **Hallmark ornaments** that supported children in crisis were distributed at the close of the campaign along with a special thank you note to key campaign coordinators.

Williams

- Williams values its employees' involvement in the annual United Way campaign and takes many opportunities to thank and recognize them. Employees at Williams four major offices who give at the Key Club level—as defined by their local United Way—are treated to a special **“Thank You” event**. Events generally take the form of a **breakfast, an afternoon reception, or a special luncheon** and always include a presentation from the local United Way or one of the member agencies.
- Employees who give at the Williams-defined Leadership level—one percent of their annual salary or more—are awarded an **extra day of paid time off**, or a “United Way Day.” Company-wide, 756 employees were part of the Leadership Level of givers.

Matching Gifts

These companies incent donors by providing a match for employee gifts:

Abbott
Aetna Inc.
Agilent Technologies, Inc.
Air Products
Allstate
American Express
Automatic Data Processing, Inc.
Avery Dennison
Battelle
Bristol-Myers Squibb Company
C&S Wholesale Grocers, Inc.
Cargill
Caterpillar Inc.
Ceridian Corporation
Chevron Corporation
Colgate-Palmolive
Constellation Energy
Costco Wholesale
Cummins Inc.
Deluxe Corporation

Duke Energy
Eaton Corporation
Eli Lilly and Company
Fluor Corporation
GE
General Mills, Inc.
GlaxoSmithKline
Hewlett-Packard Company
Hoffmann-La Roche Inc.
Illinois Tool Works Inc.
ING
Intel Corporation
International Paper
Johnson & Johnson
Kellogg Company
Kimberly-Clark Corporation
Lowe's Companies, Inc.
Medtronic, Inc.
Merck & Co., Inc.
Microsoft Corporation
Nationwide Insurance

Pfizer Inc
Pitney Bowes Inc.
Procter & Gamble
Prudential Financial, Inc.
Publix Super Markets, Inc.
Qwest Communications International, Inc.
Sara Lee
Shell Oil Company
The Hershey Company
The Mosaic Company
The Principal Financial Group
UPS
USAA
Valero Energy Corporation
Wal-Mart Stores, Inc.
WellPoint, Inc.
Whirlpool Corporation
Williams
Xcel Energy

Campaign Incentives that Work

From Our Local Workplace Employee Campaign Coordinators

These are ideas that our Employee Campaign Coordinators shared with us at our Breakfast of Champions 2008. Any or all of these ideas can be used as is or modified to suit your particular company and circumstances.

Employer Match: When the company matches an employee donation, not only does it have twice the impact but often the employee will pledge higher to increase that double impact

Raffles: For each person who returns a pledge form... or... For each increase of a certain amount (i.e. a dollar a week, extra chances for more dollars per week), or a certain percentage, a name goes into a hat and a drawing can be held for prizes, including:

- Discounts to stores
- Gift certificates for restaurants or grocery stores
- Gas card
- Days off
- Lunch with the boss
- Prime (Boss') Parking Space for a month
- Scratch tickets
- iPod shuffle
- Donated items from your company's vendors
- Baked goods donated by employees

Peer to Peer presentations: Rather than a manager or an unknown person, some folks feel more comfortable when a peer such as a friend or co-worker shows them the value of giving.

Set a deadline: The longer the blank pledge for sits on someone's desk, the less the chance that it will get filled out and returned

Campaign Wrap-Up Pizza Party to celebrate your company's participation and to thank employees for considering or making a pledge

Company-wide Mini-Golf Tournament/Pizza Party if your company has 100% employee participation

OTHER CAMPAIGN INCENTIVES

These are some other fun ideas compiled and used by other United Ways. Feel free to use them as is or modify them to your particular company and circumstances.

ADMINISTRATORS FOR SALE

Employees purchase raffle tickets to win an administrator for the day. The administrator agrees to work for the winning employee or department that raises the most.

ARREST THE BOSS

See how much money co-workers can raise to get the boss “out of jail” or keep the boss “in jail!”

DUNKING BOOTH

Pay said amount of money for three chances to dunk the boss or other favorite targets in the company.

GO HOME EARLY

The boss collects a set amount of money at the front door from every employee who wants to leave work early that day.

EXECUTIVE TAXI SERVICE

Co-workers pay to guess which executive will win the race.

KISS THE PIG

Managers and supervisors are given funny names, (i.e. Ham Bone Jeff, John Chittlin, Bacon Bill, Suee-ieee Sue, Tammy Tenderloin) and employees can donate a dollar to vote for their favorite. Updates are given by intercom at least daily or whenever a big turnover in total has occurred. On the last day of the contest, the “winner” kisses a pig at a planned time and place.

POWER LUNCH

Pay said amount of money to have lunch with an executive.

FLOWER SALES

Sell flowers for Secretaries’ Day, Valentine’s Day, corsages for Easter, green carnations for St. Patrick’s Day or chrysanthemums for Christmas.

CLOVERGRAMS

Sell 4-leaf clovergrams for St. Patrick’s Day.

EASTERGRAMS

Wrap Easter Baskets and deliver them for a price.

GIFT WRAP

Solicit a local business to donate boxes, bows and wrapping paper and wrap holiday gifts for a fee.

STOCKING STUFFER GRAB BAG

Charge a set amount for employees to grab a company trade item from a stocking or bag.

VALENTINE’S DAY

Sell homemade candy, suckers, brownies, cookies or anything chocolate.

ADORABLE BABY CONTEST

Post pictures of employees’ children or grandchildren. Co-workers must pay a set amount per vote for the most adorable child. Ballot box stuffing is encouraged!

PET PHOTO CONTEST

Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.

POKER RUN

Motorcycle riders can raise funds for United Way by driving to designated locations and playing a round of poker at each spot.

PUTTING GREEN CONTEST

Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.

BED RACE

This is a great activity for your local medical school or hospital. Each department, (radiology, pediatrics, MRI, etc.) forms a team to push the department head in a bed along a designated course. Participants raise funds by collecting pledges or paying an entry fee.

BEAT THE BAD HABIT

Get co-workers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, whatever! Offenders pay a quarter for their transgressions!

DANCE CONTEST

Enough said!

DRAWINGS/RAFFLES

Secure a donated prize such as certificates for dinner, weekend stay at a local resort, movie passes, concert tickets, professional/college sports games, museum passes, etc. Sell tickets and draw the winning ticket at a designated time and place. This can also be done in half- &- half fashion where half the proceeds are given away as the prize. The other half of the proceeds benefit United Way.

RACES

Running, Walking, Typing, Eating, etc.

GUESS THE WEIGHT OF THE DEPARTMENT

Build camaraderie by inviting co-workers to pay a set amount to predict the total weight of the department.

QUARTER SHOT GLASS CONTEST

Fill a large jug with water and put a shot glass at the bottom. Invite co-workers to drop quarters through a slot cut out in the lid. Provide prizes to those who drop their quarters in the shot glass.

SLIM INTO SHAPE

Hold a two-month contest at work for everyone who wants to lose weight. Each person pays a set amount for every pound lost or gained. Secure donated prizes for those who attain their weight loss goals.

TALENT CONTEST

You never know what talents you may uncover.

UNLOCK A CHEST OF TREASURES

Encourage co-workers to buy a key for a set amount. One key will open a treasure chest of prizes.

WHO'S THE BABY CONTEST

Ask co-workers to bring in their baby picture. Each week feature a new group of pictures on the bulletin board. Employees then purchase chances to guess which baby picture is their co-workers.

ENTERTAINMENT SPECIAL EVENTS

BENEFIT DANCE

Organize an outing with co-workers and spouses to enjoy music, dancing and fun. Ask for a cover charge.

DOWNTOWN DECK PARTY

Coordinate a party on top of the parking deck of a local hotel or airport hanger. Arrange for food, refreshments and music. Ticket prices should include food, refreshments and music as well as a donation to United Way.

FASHION SHOW

Work with a local designer to showcase the new seasonal or children's fashion line. Sell tickets to co-workers.

FUN DAY

Booths can be assembled for all kinds of fund-raising activities including a dunking booth, arcade games, children's games, train ride, pony rides, face painting, basketball free-throw challenge, food and drinks.

NIGHT AT THE MOVIES

Sell tickets to a screening of vintage movies and cartoons.

TWO STEP LESSONS

Here is your chance to learn those line-dancing steps. Coordinate recreational dancers to teach interested employees how to two-step. Lessons can be sold for \$10.00 per couple for singles and for children under 13 at a reduced rate.

WALK!

This is a fun-filled experience for the employees and their families who collect donations to walk a short course around the parking lot (or a city park) on a Saturday. Prizes, clowns, balloons, music and a petting zoo can be arranged for their entertainment.

FOOD EVENTS

BAKE SALE

This one's for all the bakers on staff in your company. To encourage participation, you might have a "Bake-Off" and give prizes to the best bakers. Here's a hint, hold your bake sale on payday!

BREAKFAST BREAK

Pick up donuts or muffins and sell them to hungry co-workers.

BROWN BAG LUNCH

Encourage employees to bring their lunch. The money saved from not going out to lunch is donated to United Way. Add an interesting twist and have everyone switch lunches on one day.

CAFETERIA DONATION

Ask the cafeteria to donate a percentage of its sales for a day.

CANDY SALE

Now you have the perfect excuse to buy and eat candy! "It's for a good cause!"

CHILI COOK-OFF

Charge an entry fee for employees who want to cook up their best recipe for chili, pork, poultry, beans or barbecue. Sell samplings to hungry co-workers.

COFFEE DAY PROMOTIONS

Encourage a local restaurant to designate breakfast specials that include coffee. The regular coffee price is donated to United Way.

COOKBOOK

Collect the favorite recipes of co-workers. Compile the recipes into a booklet and sell to co-workers. You could also compile recipes on 3x5 file cards and sort the recipes by appetizers, soups, salads, main dishes and desserts. Then you could sell the recipes in groups.

FATTENING FRIDAY

Employees bring fattening desserts each Friday and sell the pastries by the slice.

HOT DOG STANDS

Get hot dogs donated and sell with a beverage and chips for a set amount.

ICE CREAM FLOATS

Cream soda, rootbeer, or other carbonated beverage plus two scoops of ice cream is a popular item to sell to hungry co-workers. Try to get ice cream and soda donated to increase the profit.

JELLYBEAN COUNTING CONTEST

For a donation, co-workers can guess how many jellybeans are in that jar. This can also be done with M&M's, Skittles, Lifesavers, etc.

PIZZA SALE

Get the boss to buy a few pizzas. Have the pizza delivered to the office and sell it by the slice. Many co-workers will appreciate not having to leave the office for lunch.

POTLUCK/SPAGETTI SUPPER

Coordinate office volunteers to bring a potluck lunch. Charge a set amount for an all-you-can-eat, home cooked breakfast or lunch.

VENDING MACHINES

Raise the cost of vending machine items by a set amount for a designated month.

SALES ACTIVITIES

ALUMINUM CANS

Recycle aluminum cans and add the proceeds to your team totals.

BOOK SALE

Ask employees to bring in new books they have recently read. Sell the books during lunch.

BASKET AUCTION

Each department creates a gift basket of donated items. Baskets have themes and may include anything from trinkets to trips! Display baskets and then auction or raffle them off.

CHANGE CANS

Attach short messages to empty, clean paint cans and distribute them in high traffic areas. Example: "Reason #1 to Drop Your Coins in the United Way Change Can – 28 families saved from losing their homes in 2004." "Reason #2 to Drop your Coins in the United Way Change Can – 43 service projects completed for citizens in need." "Reason #3 to Drop your Coins in the United Way Change Can – CALL 211 can help you find the assistance you need."

DREAM SEASON

Secure donated season tickets (possibly box seats) for local sporting or Arts Council events. Sell raffle tickets for each event.

GARAGE SALE

Have a big parking lot garage sale of items that employees have brought from home or inventory your company would like to discard.

RESERVED PARKING

Sell raffle tickets or auction the best parking spot. The winner can park in the spot for a week or a month.

SILENT AUCTION

Donated items such as dinners for two, a weekend get-away, handcrafted items and more are displayed for a full day. Slips of paper are filled out with a bid, name and phone number. At the end of the day, the highest bidder gets to buy the items. Purchase amount of item benefits United Way.

WINDSHIELD CLEANING SERVICE

Employees and their families take turns on a designated Saturdays to clean car windows at bank teller drive-up windows, fast food drive-ins, gas stations, etc. Donations given benefit the United Way North Carolina.

CAR WASH

You probably did this in high school. The difference is, now you can charge more. All you need is car washing soap and water and a few hard-working volunteers. Bank parking lots are great for Saturdays.