

Make your campaign FUN!



Here are a few special event tips to help make your employee campaign more exciting and more fun. A fresh and fun campaign makes your job more enjoyable and creates greater awareness among your co-workers. Listed below are some tried and true ideas you may want to include in your United Way campaign this year:

Fundraisers:

- car wash
- softball/volleyball tournament
- golf tournament or host a putt-putt tournament
- bake sales
- employee cookout/picnic
- United Way carnival
- executive dunk tank
- executive pie throw
- family days
- talent show
- ice cream social
- company celebrity waiters lunch
- place large jars throughout company for deposit of loose change
- taste of the town ethnic potluck lunch
- pancake breakfast
- auction
- United Way agency fair
- company bowl-a-thon
- fashion show and award prizes for the best outfits
- host a garage sale in which employees donate items and proceeds go to United Way
- sell casual day coupons

Contests:

Contest and competition provide great campaign fun. Reward department for the largest percentage increase, most givers at the suggested giving guide level or other company campaign goals. *Some examples include:*

- Halloween costume contest
- baby picture guessing game
- employees' children's drawing contest (use all entries to publicize the campaign)
- campaign slogan/theme contest
- company campaign logo or poster design contest
- softball game
- fastest-typist, walker, runner, biker, etc.
- rope jumper
- tricycle race
- goal thermometer contest
- ugliest male legs contest

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Parties:

- Throw a party to provide a relaxing atmosphere for educating your co-workers about United Way.
- CEO party
- company picnic
- ice cream/frozen yogurt social
- pancake breakfast
- pizza party
- brown bag lunches

United Way Education:

Educate employees through fun events that will enable them to learn about community problems and how United Way does what matters to have an impact on issues that affect our community.

- Schedule agency speakers and tours
- Use testimonials from co-workers who have benefitted from United Way-funded programs

Incentives:

Through incentives your campaign can generate a higher level of visibility and result in more fun for those involved. Incentives can be awarded for generous giving, returning pledge cards in a timely manner, high participation levels or to encourage attendance at a group meeting or rally:

- reserved company VIP parking space
- extra vacation days
- tickets to sporting or cultural events
- lunch with the boss
- a trip (use company frequent-flyer points)
- gift certificates for 10 gallons of gasoline
- company T-shirts, coffee mugs, desk calendars
- a meal prepared by a supervisor
- United Way promotional products (see catalog)
- weekend use of another's condominium
- hotel weekend for two
- CD or savings bond
- golf lessons
- key managers exchange jobs for a day with employees
- airline tickets
- a free lunch in the cafeteria
- extra breaks, come in late, go home early

The list could go on. Use your imagination! There are unlimited ways to add excitement and creativity to your company's United Way campaign.