

Campaign Ideas Worth Repeating –



United Way of
Waco-McLennan County

The following ideas can be used to further educate your employees about United Way of Waco-McLennan County, increase volunteerism, reward your campaign team, build excitement for campaign, build company spirit, and incorporate fun. They make a great *addition* to, but do not replace, employee meetings and the request to support the McLennan County community.

Off and Running

Many companies like to have big kick-off events, such as continental breakfasts, lunches to open their campaigns (you know, *bring food and they will come*). This is a great time for your President to give an endorsement of United Way and talk about upcoming campaign activities like employee meetings, volunteer activities, incentives, and fundraisers. This is also a good time to schedule a United Way speaker.

What Can Incentives Do For My Campaign?

- Increase enthusiasm and participation
- Increase average gift
- Encourage employees to pledge promptly
- Encourage attendance at campaign meetings

Some Incentives or Raffle Criteria:

- Giver Incentives (gives any amount, Fair Share, first time, increases donation by 10%)
- Any giver who turns in pledge card by a certain date
- Any one who attends a meeting or volunteers at an agency
- Company achieves \$ goal, participation goal, or Leadership membership goal
- Company reaches a 25% increase in campaign

What do I win? What do I win? (prizes for games) or Utilize as Incentives for all:

Solicit your vendors for give-a-ways – incentives do not have to cost.

- Time off pass (sleep in, leave early, day off)
- Casual dress (jeans) days as a reward for meeting participation and giving goals.
- Special parking spaces or the manager's parking space for designated length of time
- For all who contribute, an afternoon off at a game
- Lunch or golf with the boss (out of office and the boss pays)
- A department pizza party or for those meeting/exceeding participation or \$ goals
- United Way promo items such as shirts, caps, coats, coffee cups, pens, etc.
- Company promo items such as shirts, caps, coats, coffee cups, pens, etc.
- Electronics such as TV, head phones, etc.
- Gift card
- Drawings for door prizes: gas cards, hotel gift certificates, restaurant gift certificates, airline tickets, play, musical, movie or concert tickets, sporting events, music stores, retail, spa certificate, golf certificate, gift baskets, and t-shirts with United Way and/or company logo (other company promotional items).

Contests / Events / Fundraisers with proceeds going to UWWMC:

Embarrassing Executive(s) – “Good sports for a good cause...” If company meets goal...

- Dunking Booths with managers in tank
- Pie in the Face - pie throwing at senior management
- CEO to Kiss an animal (donkey, pig)
- Hula Hoop competition among senior management
- Tricycle Races between senior management
- Executive Car Wash or Shoe Shine
- Opposing Team Colors – manager to wear rivals team colors (example - Clemson or USC)
- Dress-up the Boss - Boss wears a costume voted on by all employees if the campaign goal is reached.
- Ugly Tie or Hat or Jewelry Contest – Donate \$ to vote on tackiest Executive tie, hat, jewelry
- Shave the Boss' Head or Dye the Boss' Hair - Employees reach or exceed company goal, boss agrees to shave his or her hair (heads of hair or mustaches and beards).

Food Fundraisers – “The way to a donor’s heart...”

- Pancake/waffle breakfast
- Hot dog, Popcorn, candy or bake sale
- Spaghetti luncheon
- Chili Cook-off or Dessert Contest
- International food day
- Snack & Dessert Cart
- Tailgate Party
- Fish fry or BBQ
- Pizza party
- Ice Cream social
- Oktoberfest themed lunch
- Southern food day
- Root Beer Float sales
- Boss Cooks for You

Auction/Sales - “It’s not art, but...”

- Book, Music, and Video Sale
- Garage Sale
- Executive Auction
- White Elephant Auction

Sports Events - “For all kinds of office athletes.”

- Golf Tournament or Putt-Putt Contest
- Ping Pong-a-thon
- Bowling Tournament
- Tug-of-War
- Slam Dunk Contest
- Team Sports Competitions
- Office Olympics
- Wii Sports Tournaments (bowling, baseball, tennis, etc.)

Other Activities - “Almost anything goes...”

- American Idol or karaoke contest during lunch (audience pays \$1 to vote for best act & give winner prize)
- Costume Contest
- Cubicle Decorating
- Draw the Management
- Family night at a local sporting event
- Latte Stand
- Movie or Cartoons Showing
- Pumpkin carving contest
- Silent auction
- Trivial Pursuit contest
- Baby Photo contest
- Offer a 50/50 raffle.
- Gaming (Nintendo, Xbox, PlayStation, or Wii) Contest
- Coloring Contest
- Quiz – How well do you know United Way?
- Buck Coupons - Give everyone who attends campaign meetings a buck coupon that can be redeemed in the company cafeteria or company store.
- Departmental Competition - The department with the best participation (most pledge cards returned) is rewarded with a pizza party, car wash by the CEO, lunch with the CEO, etc.
- Battle of Sexes – Men vs. women on who gets highest percent participation
- Spelling Bee – Using information about UWWMC – use part of partner agency names/programs to spell such as Alzheimer’s.
- Corporate Challenge – take on another company in a campaign goal challenge. Compete with other companies in your building or in your industry. .
- Food Drive or Clothing Drive for a Partner Agency
- Penny Jar War - Each department has a jar and each penny equals a point. Anything else equals its value in negative points. For example, a dime is minus 10 points. The department with the most positive points at the end of a week wins a prize.
- Treasure Hunt - Sell daily clues to a mystery location where a treasure is hidden. The first employee to guess the location wins the treasure.
- Employee Cookbook - Ask employees to bring in their favorite recipes from home. Make copies in-house or professionally print books. Profit earned from the sale can be added to the United Way donation from your company.

Game Ideas

- Deal or No Deal
- Minute to Win It
- Family Feud - Using a statement from the campaign materials like: United Way agencies that support Older People. Have the employees list the agencies on a sheet (assign equal points to them).
- Fear Factor Game - Group of executives are challenged to face off in events ranging from eating food blindfolded to picking items out of jars full of worms.
- Jeopardy - Have 5 - 10 answers about United Way, the agencies, etc., on a board. Make up play cards/answer sheets and have the employees write down the questions & drop them in the box.
- Movie Trivia Quiz - This quiz can be completed at workstations & returned to an appointed person to tally the scores. You can match the actor/actress with the movie, match the quote with the movie, or combine. The highest score wins a prize. In case of a tie, a drawing will be held. Winners can be announced at a group lunch at the close of the campaign.
- The Price Is Right - Using allocations information for United Way programs & services, have employees match the allocation amount with the program.
- Wheel Of Fortune - Have several puzzles related to United Way, such as the campaign chair, agencies, theme for that year, etc., (give them vowels for free) and have employees write down their guesses & drop them in the box.
- Who Wants To Be A Millionaire - From the list of donors, draw out names randomly to be the contestants. Ask them to name three United Way agencies that help kids (or elderly, families, etc.) Whoever writes them down the fastest and raises the paper in the air gets to play first. Using the United Way brochure or website, put together some questions about United Way and the agencies.

Themes - "From raiders to reality shows...."

- Be a Lifesaver – beach style and distribute Lifesaver (hard or gummy candy) with note attached "Be a Lifesaver and contribute to UWWMC"
- The Big Shot - As a variation on the standard thermometer graph to monitor company progress, use a hypodermic-needle design. Great idea for hospital themes.
- Decades Theme - Dress up in favorite 1950, 60s, 70s, 80s or 90s garb.
- Hawaiian Theme - Each person turning in a pledge card receives a plastic lei. At the end of the campaign, have a Hawaiian potluck where employees wear their leis and dress in Hawaiian shirts. Have a limbo contest. Use a palm tree as your thermometer.
- Raiders of the Lost Heart - Using a heart as a thermometer, each department represents a piece of the heart. You have met your goal when the entire heart is filled in.
- Reality shows – The Amazing Race, The Apprentice, The Bachelor, Survivor, etc.
- Shoot for the Stars - Be a star, give to United Way. Use a star as a thermometer.
- Wild West Theme - Employees dress in Western clothes. Use a cactus as your thermometer. Thanks for being a United Way Pard'ner!
- A Night at the Casino
- Circus or Carnival
- "Giving Has Sweet Rewards"
- Holiday
- Racing - Indy 500 or Nascar
- Southwestern

More great ideas to share...

- **Week Long Celebration**--Week long celebration at your company called "Every Day for United Way" where you celebrate with a week of fun events during the UW Campaign. The series of low budget, fun events are designed to help raise awareness while generating more money for UWWMC grant funded programs.
 - "MonWay" kick off week with a doughnut breakfast.
 - TuesWay host snacks for sale in the cafeteria.
 - WednesWay employees contribute baked goods sold throughout the day.
 - ThursWay encourage each department to pick a theme, dress, decorate, and provide food and ask coworkers for donations to sample the diverse meals.
 - FriWay conclude the week of fun filled events with the annual Chili Cook Off where pledge cards are due and prizes are drawn.

Each day offers numerous other activities such as basketball contests, 50/50 raffle ticket sales and lots of food!!

Recognition – “Thank You, Thank You, Thank You...”

Once your office has reached its campaign goal, have a finale party and invite all employees. Announce amount raised and thank them for supporting the community. Serve refreshments (breakfast, lunch or dinner) and have prize drawings.

Thank employees through some of the following ways:

- send thank you cards provided by UWWMC to contributors
- at staff meetings
- in company newsletters or magazine
- through e-mail
- through intranet
- bulletin boards
- with a special brunch or dinner
- payroll stuffer message of thanks
- personalized letter from the President
- give thank you mugs handed out by the CEO
- invite a United Way agency representative to a staff meeting. Ask an agency to see if anyone at their agency such as children could send thank you cards to your employees
- personal thank you greetings with thank you cards attached with heart pins (for “opening their hearts” or “having hearts of gold”)
- personal phone calls made by President or board members
- thank you posters that include the names of all donors (consider posting in public places)
- Or for extra special thanks - hold an unexpected early morning meeting to say thank you and surprise employees by giving them the rest of the day off. Or have President or committee members treat each donor individually to lunch.