

MAKE YOUR CAMPAIGN FUN!

United Way of Northwest Georgia wants to help you make your workplace campaign as successful as possible. An innovative and fun campaign creates increased awareness of United Way among your co-workers. We've put together these ideas that will make a positive impact on your workplace campaign – ideas that will encourage more employees to participate and help increase the total dollars contributed to your overall campaign.

- Get creative with the campaign theme: “The Power of Community.”
- Feature employees who are already active with United Way – who GIVE, ADVOCATE, or VOLUNTEER.
- Lunch and Learn - Invite a United Way Community Partner speaker to give a lunch-time workshop on a topic of interest.
- Set up United Way displays in your company lobby. You can even hold a competition between departments for the best display. Use different items to depict programs or services.
- Stress Buster Days - Employees wear jeans to work.
- Employees pay to throw water balloons and whipped cream pies at the manager - can be scheduled around peak busy times at the office.
- Ice Cream Social - Management serves employees to thank them for a successful campaign and good participation.
- Hold a carnival or outdoor picnic complete with entertainment, booths, drawing, local celebrities, dunking booth, cakewalk and on-site radio remote.
- Hold a prize-filled rally and great food to pump up the spirits and get the campaign off to a great start.
- Hold a drawing for one month for a premier parking space.
- Sell popcorn and drinks at company event or picnic with proceeds going to United Way.
- United Way Trivia Contest-Distribute e-mail, printed questions or put up "potty papers" in the restrooms about United Way and its programs every day for a week. Then ask trivia questions based on the information. Those completing all the questions are entered into a drawing (use information in the Campaign Toolkit and Community Resource Guide to help you write the questions).
- White elephant or silent auction - employees bring in items they have made or donated. Live or silent auctions are held during break times, lunches or via your company's intranet.

- Management prepares breakfast/BBQ/homemade ice cream/a fun kickoff to announce business participation in United Way campaign.
- United Way Impact Tours for employees to educate them about United Way.
- Dunking Booth-Charge \$1 per ball to dunk an executive or manager.
- Chili Cook Offs are always popular - Have each department form a team and prepare their special "secret recipe" for chili.
- Executive Car Wash- execs agree to wash cars for donations to United Way.
- Dress Up Day- employees pay to wear their finest evening wear or tuxedo to work. Hold a fashion show and crown the winners.
- Logo items received from manufacturers – trade giveaways with other companies running campaigns!
- United Way parking space - raffle 12 times - one per month.
- Trophy for department with highest percentage of participation.
- Extra half hour of lunch for 1 week.
- "Beach Bash" - Decorate cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "Hawaiian shirt" and then vote on the best one. Award prizes for the best outfits.
- "Have a Heart" - A paper heart is hung on the wall when an employee turns in a pledge card. During the campaign, pass out heart shaped balloons and candy hearts to employees.
- "Fifties Fun Fest" - On the final day of the campaign, serve pizza, hold karaoke contest, an Elvis look-alike contest, play rock and roll.
- "Kokau-Kokau" is Hawaiian for the spirit of giving. At the beginning of the campaign, have the President/-CEO greet employees at the door dressed in a grass skirt and pass out a lei (have fun with the 'lei" theme) to every employee. At the conclusion of the campaign, employees turn their pledge forms in for a ticket to an authentic luau.
- Have a Scavenger Hunt, look for items beginning with the letters UNITED WAY. Provide "prizes."
- Give every employee a pledge card with a quiz about United Way attached. All quiz answers should be in the brochure. Employees who answer the questions correctly can be eligible for a prize, such as a VIP parking place.
- Sponsor a horse race among the different departments in your company. As pledges come in, move the horses forward toward the finish line.

Don't forget to add the magic ingredient...

FUN!



**United Way
of Northwest Georgia**