

IDEAS FOR YOUR WORKPLACE GIVING CAMPAIGN



'FUN' RAISING GUIDE ACTIVITIES & EVENTS

LIVE UNITED



United Way of the Big Bend

SEVEN BENEFITS



‘FUN’raising Ideas for Your Workplace Giving Campaign

The fundraising and event ideas for your workplace giving campaign are seemingly endless. Make sure to tailor your events to fit the interests of your employee base. The most engaging theme for employees is often one that ties to **United Way of the Big Bend’s** four initiatives: **BASIC NEEDS**, **EDUCATION**, **INCOME**, and **HEALTH**. Consider having different activities, events, or drives that relate to the four initiatives throughout the year, or focus on one initiative each campaign year.

BENEFITS

THEMES, ACTIVITIES, GAMES, AND INCENTIVES ARE YOUR OPPORTUNITY TO ADD A LITTLE SOMETHING EXTRA TO YOUR CAMPAIGN.

INCORPORATING THEMES, INCENTIVES, ACTIVITIES & GAMES:

- Educates employees
- Builds morale
- Brings employees together
- Can be budget friendly
- Builds excitement
- Promotes United Way’s campaign
- Energizes individuals
- Encourages first-time givers and pledge increases

THEME

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization.



BE A SUPERHERO

This theme is a fun way to make individual employees feel special by recognizing them as “superheroes.” When you give your time or donate to United Way, you’re truly making a “super” difference in our community!

- Have senior management dress up in superhero costumes for your rally.
- Participate in volunteer projects that will make employees feel like superheroes.
- Display superhero-related decorations.
- Give action figures as a thank you or incentive.

UNDER CONSTRUCTION

We all need to work together to build a better community.

- Have hard hats available at your rally.
- Hold a building contest.

WE LOVE THE ‘80S

Party time! Celebrate your employees’ memories of the ‘80s while having a fun campaign sprinkled with lots of laughter.

- Hold an ‘80s movie marathon as an incentive.
- Bring a karaoke machine to your rally.
- Have a “worst ‘80s outfit” contest.



MISSION POSSIBLE

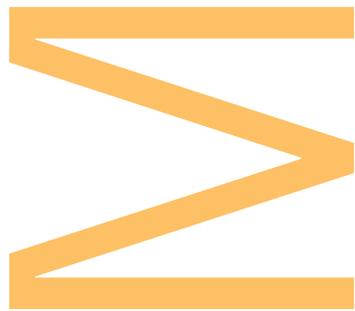
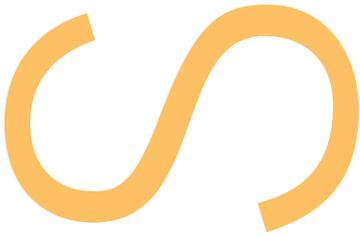
With your help, United Way’s mission of helping people is possible.

- Play a workplace “secret agent” game.

VEGAS

Use the popular slogan, “What happens in Vegas stays in Vegas” to put a fun twist on United Way’s message of “What’s raised here stays here.”

- Have a decorating contest among departments – whoever does the best Vegas theme wins!
- Play e-bingo during the campaign.
- Set up a mock roulette wheel at your rally, and let employees try their luck.



REALITY TV

Your adventurous employees will get a kick out of this theme. Friendly competition and team-building will engage your employees in a fun, innovative way.

- Have a survivor-themed rally, complete with tiki torches.
- Hold adventurous contests like a hot wing eating contest or a blindfolded obstacle course.

PIRATES OF THE “CARE” - IBBEAN

- Scavenger Hunt - charge a fee for a list of items that need to be found.
- Buried Treasure Search - sell clues to the location of a treasure.

If company goal is met have the CEO/President wear a pirate costume for a day, complete with an eye patch, wooden leg, and bad false teeth. This could also be used as a prize if a small treasure chest could include some type of gift i.e. paid time off (PTO), gift certificate, etc. (If campaign goal is met, management could be made to “walk the plank” (could use a 2x4 placed over a swimming pool)). For those turning in their pledge cards right after the campaign meeting, the pledge forms would go into a drawing with the winner/winners receiving a key that opens a treasure chest and receives whatever is in there (i.e. movie Pirates of the Caribbean, bag of chocolate coins, PTO). Track the campaign with a display board showing a pirate ship sailing the high seas in search of Treasure Island.

HALLOWEEN-PUMPKIN CARVING CONTEST

Plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees enter carved pumpkins individually or by a group. Charge \$5 to enter and \$1 per vote. Award prizes in various categories.

- Best traditional pumpkin
- Best effort by a group
- Most creative pumpkin
- Best effort by an individual

TURKEY FLOCKING DAY

Usually held during Thanksgiving with a turkey theme. Announce a Turkey Flocking Day to your office. In the days ahead sell “flock insurance” and put up posters around the office of what being “flocked” entails. A nice caption is “don’t let this happen to you” with a photo of an office member’s desk crowded with balloons or the like. On the day of the event randomly choose persons without “flock insurance” to flock. Those who are victims of the turkey flock can pay to have a “Flock Removal Service” remove the birds.



A DAY AT THE FAIR

United Way partner organizations set information booths at your work site. Everyone loves a carnival, so try that theme and include hot dogs, hamburgers, soda and popcorn. Invite agencies to have interactive activities at their booths to educate your staff on their impact.

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A fun campaign makes your job more enjoyable and increases awareness of the United Way of the Big Bend among your co-workers. Sometimes just getting together for fun and team building can be a good way to remind people about the campaign.



PANCAKE & WAFFLE BREAKFAST

Host a pancake or waffle breakfast for employees. Charge employees for the ticket. Encourage leadership to serve food at the breakfast as a way to show their support for the campaign.

LEADERSHIP LUNCH

During the campaign, encourage participation amongst employees. The department with the highest participation gets to attend a lunch or dinner hosted by all senior leadership. Lunch can also be for those that give \$1,000 or more.

CHILI COOK-OFF

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

COMPANY-WIDE “GARAGE” SALE

One man’s trash is another man’s treasure. Everyone has old stuff they’d like to donate. Host a company-wide “garage sale” and sell items colleagues no longer want while raising money for a great cause – United Way.

OFFICE OLYMPICS

Fire up the Olympic Torch (or grill) and let the games begin. Have a tricycle or office chair race. Use items around your work location for golfing, shooting baskets, etc. Have spelling contests, typing contests, contests to develop the most persuasive or most complimentary memo, etc. Devise rules for each race in advance and seek participants. Combine the event with a cookout. Design award medals to display in the cubicles of winners.

SILENT AUCTION

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

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KICK IN YOUR SHARE

Host a tailgating campaign meeting. To track the campaign, use a football's progress towards the goal post.

- Football throwing/kicking contest
- Football trivia
- Host a tailgating party serving hot dogs, nachos, root beer, sausages and peanuts for a donation
- Contest for the best cheer
- Ugly shoe/boot contest

THE GREAT GIVE TOGETHER

Hand out meeting invites with a couple of circus peanuts. Have the CEO wear a clown costume for the day, if the company goal is met. Host a petting zoo for the children of employees. Hold a special drawing giving away the movie Dumbo.

- Bean bag toss
- Dunk tank
- Ring Toss
- Tractor pull
- Balloon pop
- Guessing games
- Sell fair food (nachos, root beer floats, cotton candy, popcorn, corn dogs)

HAMMERING HOME THE POINT - WE NEED YOUR HELP

Show re-runs of Home Improvement. Campaign team wears hard hats/tool belts or carpenter aprons. Participate in a Day of Caring event. Give out Legos or building blocks to employees along with a pledge form, then, as the forms are returned, have the employees build a house with the returned blocks.

- Nail/screw driving contest
- Bird house building contest, offer the houses for sale after
- Hammer throwing contest
- Legos/Lincoln Log/Popsicle Stick/Playing Cards building contest
- Build your own sub sandwich or taco
- Wac-a-mole game
- Aluminum foil sculpture contest

PLEDGE AND PLAY FOR UNITED WAY

Promote the campaign in the company newsletter. Place card/board games in the lunchroom. Put up posters. Give each employee a playing card for X number of days and the person with the best hand wins a prize.

- Bean bag toss
- Prize wheel
- Game basket raffle
- Bingo
- Trivia: questions could be from the game Trivial Pursuit

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27 DRESSES/SUITS

- Find the ugliest dress race! Searchers are tasked to find the ugliest formal dress and the winner receives a prize.
- “Avoid the Bridesmaid’s/Groomsman Blues” game; people nominate individuals to wear a dreadful dress or tacky tux for a specific amount of time.
- A take on the dollar-dance could be “Dollar Talk.” People donating a specific amount can talk to CEO of the organization concerning any topic. This is great when the CEO is not normally visible.
- Drag Races - individuals buy into this race for a prize. Men have to don women’s dresses, the whole caboodle, and women must dress in men’s clothing. This is a timed event beginning with putting on the clothes and navigating through an obstacle course. It may be more practical to have a winner from the men’s race and a winner from the women’s race.
- Have employees bring in gently used formals to donate to a local thrift store.
- Play the song “Going to the Chapel” before campaign meetings.
- Show the movie 27 dresses.

WALK A MILE IN MY SHOES

- Ask staff to come to work in their craziest pair of shoes prepared to have a wild and crazy lunch.
- Serve items like FOOT-long subs or hot dogs, CORN chips, SHOESTRING fries.
- Play “Blue Suede Shoes,” “Footloose” or “These Boots Were Made for Walking” or “SOLE” music.
- Charge \$1.00 to vote on the craziest shoes, winner receives a prize.
- Put shoelaces on everyone’s desk to get noticed.
- Show the movie Footloose.

COMEDY HOUR

Local comedians amuse employees during the lunch hour (pro bono, of course!) Employees buy tickets to attend Comedy Hour, with all proceeds going to UWBB.

SCAVENGER HUNT

Employees participate in a scavenger hunt that requires them to find unusual items from around the neighborhood or office building, as well as to demonstrate community knowledge. You can “plant” items to be “discovered.” Teams of four pay a group entrance fee. If each team member has a different job title, present findings at the end of one hour. If a team arrives late, assess a penalty of 2 points per minute (or fraction thereof). Award winners with something special just for their team.

EVENTS

Including fun activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. Pair them with your campaign theme or use them on their own.

TRICYCLE RACE

Teams race in relay format around the office parking lot on small bikes. Employees guess on which team they think will win. All funds raised go to United Way.

GUESS THE NUMBER

Fill a clear jar with candy and have employees pay to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

EXECUTIVE CHAIR RACE

Set up a relay course for executives to go through. The executives are either sitting in chairs or on tricycles. Let observers guess which of their favorite contestants will win.

BALLOON POP

Place gift cards or small prizes inside balloons and sell raffle tickets to get a chance to pop the \$5, \$10, \$20, \$50 etc. balloon at your campaign wrap up celebration.

FLAMINGO INSURANCE

Company purchases 20 inexpensive flamingos (stuffed, on a stand, etc.). Employees can purchase flamingo insurance for \$5 to insure that no flamingos can enter their office or cubicle. Employees pay \$5 to send a flamingo to an office or cubicle that does not have a flamingo insurance sign. If you receive a flamingo in your office, you can pay \$2 to send it away.

DINNER FOR A WEEK

Get 7 restaurants to donate a dinner for two and raffle off a week of eating out. Sell tickets for around \$30 each. The lucky winners are able to eat out every night for a week.

HOME GROWN

Employees donate items for auction such as cakes, cookies, monthly parking spots, a weekend at their summer cabin or a home cooked dinner. Services such as a car detailing, a month of lawn mowing or painting also may be auctioned.

GUESS THE BABY PICTURE

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and/or pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

BINGO

Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with "BINGO" wins. The Bingo game continues until all prizes are distributed.

ACTIVITIES

BAKE SALES

Ask employees to bring their favorite cakes, cookies or breads. Even a small office can raise a lot of money with minimal effort. Sell per item or by the dozen.



BOWLING TOURNAMENT

Set up a bowling alley in a hallway using bottled water and a ball. Charge participants to enter. Participants can get prizes for the number of pins knocked over.

EMPLOYEE RECIPE BOOK

Ask employees to bring in their favorite recipes and create an employee cookbook that can be purchased.

THEME BASKET RAFFLE/AUCTION

Each department assembles a theme basket (golf, chocolate, spa, BBQ, etc.) which are raffled or auctioned off.

SPARE CHANGE JARS

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

ENTERTAINMENT DRIVE

Employees donate new or slightly used books, videos, DVDs, board games, puzzles, etc. and hold a sale to benefit United Way.

TAILGATE PARTY

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs including condiments. Have chips, pretzels, soda and other tailgating items. Charge per plate and donate funds raised to United Way.

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 with asking employees to return their pledge cards, regardless of participation, results in a campaign increase – and that makes a big impact in our community.

WALL OF WINE

Have leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table. Have employees purchase raffle tickets for \$10 or hold a silent auction in order to select one of the bottles of wine.

HALLWAY GOLF

Form teams, get creative, and create greens and holes throughout your office. Conduct a food or book drive and use some of these items to build your course. Imagine a sand trap created by cans of food or the rough “out of bounds area” lined with stacks of books instead of trees! Employees pay to play and the winner receives a prize. Remember some of the “putt putt courses” you have played.

EVENTS

TRIVIAL PURSUIT MATCH

Create a pool around the winning team, and give all employees who guess on the winners a prize. Hold the challenge during a staff meeting. Give the event a game show flavor with participants using bicycle horns if the answer is known.

SPELLING BEE

Hold a spelling bee contest, charging a \$5.00 entry fee. Galley observers place \$1.00 on their favorite participants. Present the winner with a special award.

SPOON GAME

Give a plastic spoon to each staff member to keep with him/her at all times. Each person is given the name of another staff member, this person then tries to find a time that their assigned person does not have their spoon with them. If caught without their spoon they must give their assigned name to the person who caught them. The last person to have their spoon wins!

TAILGATE PARTY

Create a sports theme for your campaign to coincide with football season. Back a truck into the employee lounge, lower the tailgate, and sell football fare:

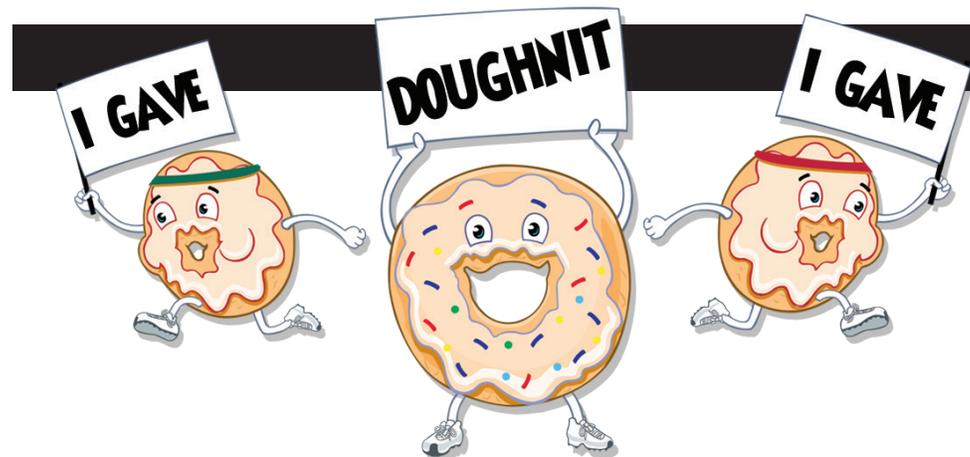
- Hamburgers
- Hot dogs
- Chips
- Soft drinks
- Peanuts

\$\$\$ A DOLLAR AN INCH CONTEST \$\$\$

Executives participate in an all-day competition to end the day with the shortest tie. Employees cut an inch off their favorite executive's tie each time they give to United Way. Give prizes for the shortest tie, ugliest tie, etc.

PAPER AIRPLANE FLYING CONTEST

Employee makes airplane by folding same size paper or they build at home and bring into work. Set winner categories for plane that flies farthest, straightest, most loops and best decorated.



HUMOROUS OR INFORMATIVE PAYROLL STUFFERS

- Donuts with a sign that says "DOUGHNIT" make sense to give to United Way
- Pennies with a note that says, "It makes cents to give to United Way."
- A candle with a note that says, "You can light up a life!"
- Or, a roll of Lifesavers candy with the note that says, "Be a Lifesaver: Give to United Way."

INCENTIVES

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Plus, using incentives in your campaign raises the per capita gift by an average of **240%**.

HOW TO STRUCTURE AN INCENTIVE PROGRAM

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives.

- **By individual participation:** Anyone who participates is eligible.
- **By timeframe:** Anyone who contributes by X day is eligible for a prize/drawing.
- **By increase:** Anyone who increases their gift over the previous year by ___ % is eligible for a prize.
- **By gift level:** Anyone who gives XX dollars or more is entered into a special drawing.
- **By company goal:** If the company achieves XX% participation, all employees can wear jeans on Fridays or on a day determined by your business.

INCENTIVES TO INCLUDE IN YOUR CAMPAIGN

Incentives can be used on any budget. Some incentives to consider:

- Corporate match
- Prime parking space
- Free meal or dessert from the employee cafeteria
- Use of company suite for an event
- Gift cards
- **Company coupons:**
 - Sleep in Late
 - Flee at 3
 - Casual Friday
 - Call in Well
- Pizza party
- Free oil change
- Gift certificates
- Golf with the boss
- Lottery tickets
- Lunch with your manager – his/her treat!
- Tickets to local sporting events or movie passes
- Complimentary hotel stay and/or airline tickets
- Open soda and candy machines
- Play or concert tickets



YEAR-ROUND

KEEP THE **FUN** GOING ALL YEAR ROUND!

JANUARY

Unique Observances & National Holidays

New Year's Day
Dr. Martin Luther King Jr. Day
Financial Wellness Month
International Quality of Life Month
National Mentoring Month
National Poverty in America Awareness Month

GIVE

- Auction an experience to exchange duties with your supervisor for a day.

ADVOCATE

- Bring in a United Way agency speaker to talk about financial wellness and poverty in America or reading and mentoring children.
- Join the conversation on Facebook, Twitter!

VOLUNTEER

- Host a book drive.
- Sign up to participate in the VITA Program.

MARCH

Unique Observances & National Holidays

Employee Spirit Month
International Listening Awareness Month
International Women's Month
National Children's Dental Month
National Reading Month
National Nutrition Month

GIVE

- Participate in annual health and hygiene drive by collecting health and hygiene products for the homeless.

ADVOCATE

- Hold a bus tour for employees to visit a United Way agency program partner.
- Have an employee who has received services from a United Way-funded agency speak about their experience.

VOLUNTEER

- In honor of National Reading Month, organize an opportunity for employees to read to children at a United Way agency program partner.

FEBRUARY

Unique Observances & National Holidays

Washington's Birthday/Presidents' Day
National Black History Month
Library Lovers Month
National Hot Breakfast Month
Wise Health Care Consumer Month

GIVE

- Host a pancake breakfast in honor of Hot Breakfast Month and charge a small fee with proceeds going to United Way's health area.

ADVOCATE

- Bring in a United Way agency speaker to talk about health care programs.

VOLUNTEER

- Join the million mentor movement - read, tutor, mentor.
- Hold a United Way agency fair.

APRIL

Unique Observances & National Holidays

Celebrate Diversity Month
Child Abuse Prevention Month
Month of the Young Child
Math Awareness Month
National Public Health Week
Volunteer Appreciation Week
Sexual Assault Awareness Month

GIVE

- Hold a perennial plant sale with a portion of proceeds going to United Way.

ADVOCATE

- Participate in denim day by encouraging employees to wear jeans, send an eblast informing employees about sexual assault awareness.

VOLUNTEER

- Hold a math supplies drive (i.e. calculators, protractors, compasses, etc.) and donate collected items to a United Way agency program partner.
- Coordinate a team volunteer project.
- Become a MathPals Mentor.

YEAR-ROUND

MAY

Unique Observances & National Holidays

Memorial Day
ReadUNITED week
National Family Month
Teen Pregnancy Awareness Day and Month
Women's Health Day
Senior Health Day
Mental Health Month

GIVE

- Hold a bike drive – donate bikes, helmets and safety gear to a United Way agency program partner in need.

ADVOCATE

- Share a United Way success story on your intranet.
- Join the conversation on Facebook, Twitter!

VOLUNTEER

- Hold a bicycle safety clinic for neighborhood children or at a local school.
- Participate in **READ UNITED** the first week of May each year.

JULY

Unique Observances & National Holidays

Independence Day
National Grilling Month
National Ice Cream Month
National Hot Dog Month

GIVE

- Hold a barbeque in honor of National Grilling Month and let people eat for free if they bring in canned goods to donate to a United Way agency program partner.
- Hold a family carnival day for employees with all proceeds going to United Way.

ADVOCATE

- Bring in a United Way agency speaker to talk about homelessness.
- Hold a United Way agency fair.

VOLUNTEER

- Hold a school supply drive, contact United Way for an agency in need.

JUNE

Unique Observances & National Holidays

National Fruit & Veggies Month
Stamp Out Hunger
Men's Health Week

GIVE

- Hold a food drive for a United Way agency program partner.
- **Get Cool:** Collect money for an air conditioner or fans for the elderly, through the elder care agency.

ADVOCATE

- Join the conversation on Facebook, Twitter!

VOLUNTEER

- Join the million mentor movement - read, tutor, mentor.

AUGUST

Unique Observances & National Holidays

Get Ready for Kindergarten Month
National Truancy Prevention Month
What Will Be Your Legacy? Month
National Backpack Awareness Day
Back-to-School Season
National Immunization Month

GIVE

- Make your annual United Way Pledge.

ADVOCATE

- Bring in a United Way agency speaker to talk about the importance of **LIVING UNITED** and keeping children in school.

VOLUNTEER

- Coordinate a family volunteer project for employees.

YEAR-ROUND

SEPTEMBER

Unique Observances & National Holidays

Labor Day
United Way Days of Caring
College Savings Month
Library Card Sign-up Month
Childhood Obesity Awareness Month
Fruit & Veggies Awareness
All-American Breakfast Month

GIVE

- Hold a breakfast buffet in honor of All-American Breakfast Month and ask co-workers to bring in canned or dry breakfast goods to donate to a United Way agency program partner.

ADVOCATE

- Bring in a United Way agency speaker to talk about education.

VOLUNTEER

- Participate in a Day of Caring Project.
- Become a ReadingPals Mentor.

NOVEMBER

Unique Observances & National Holidays

Veterans Day
Thanksgiving Day
Military Family Appreciation Month
Family Stories Month
Prematurity Awareness Month
National Family Caregiver Month

GIVE

- As a department, sponsor a Thanksgiving basket drive for a United Way agency program partner.

ADVOCATE

- Hold a bus tour for employees to visit a United Way agency program partner.

VOLUNTEER

- Visit with veterans.
- Hold an agency fair to educate employees on United Way's impact areas of Education, Income and Health.

OCTOBER

Unique Observances & National Holidays

Bullying Prevention Month
Eat Better, Eat Together Month
Child Health Day
Let's Talk Month
National Disability Employment Awareness

GIVE

- Participate in Dine United by having lunch or dinner at a partner restaurant.

ADVOCATE

- Bring in a United Way agency speaker to talk about health.
- Join the conversation on Facebook, Twitter!

VOLUNTEER

- Coordinate a family volunteer project.

DECEMBER

Unique Observances & National Holidays

World Aids Day
Hanukkah (Jewish)
Christmas Day (Christian)
Kwanzaa (African American)
National Tie Month

GIVE

- Give thanks to all who have participated in your campaign.

ADVOCATE

- Bring in a United Way agency speaker to talk about income.

VOLUNTEER

- Hold a tie drive (and other clothing) to donate to a United Way agency program partner.
- Coordinate a giving tree benefiting a United Way agency program partner.

