

The Little Book Of  
**BIG**  
Campaign Ideas

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## Kickoff

### Successful Campaigns Have Two Things in Common:

Good planning and wide participation

Ask yourself these two questions before planning your event:

1. What do you hope to accomplish through the special event?

- Create greater community understanding
- Build morale
- Increase volunteering
- Raise money
- Honor Leadership Givers
- Reward teams

2. What resources are available?

- People
- Materials
- Incentives
- Entertainment
- Inspiration
- Facility
- Budget
- Communication



### Some thoughts to share from *Life's Little Instruction Book*

- Show respect for all living things.
- Never underestimate the power of a kind word or deed.
- Make it a habit to do nice things for people who will never find out.
- Focus on making things better, not bigger.
- Do more than is expected.
- Leave everything a little better than you found it.
- Never give up on anybody.
- Miracles happen every day.
- Be kinder than necessary.
- Take time to smell the roses.
- Say "please" a lot.
- Don't postpone joy.
- Choose a charity in your community and support it generously with your time and money.

## Sample Vendor Raffle Request

People respond extremely well to giveaways. Some can be inexpensive trinkets that can be distributed to a large audience. Others can be awarded as door prizes, contest prizes or raffles.

Here is a sample letter that you can use to ask for free gifts to use as giveaways and prizes at your campaign events. Don't forget to acknowledge sponsors at the event and remember to send a written thank you after the event.

Dear (Vendor),

I am writing to local businesses seeking donations for our 2008 Community Giving Raffle.

We will soon begin our fundraising campaign to help our community. We would appreciate it if your organization would make a donation to our raffle. Your company name and contribution will appear in all event publicity. This is an easy way to market your business and show your support of our community. Your contribution will also be an added incentive for our employees to contribute to the the Campaign.

Thank you all who sent gift certificates for last year's raffle, listed on the enclosed sheet.

I will contact you next week to discuss how we can work together and answer any questions you may have. Thank you for your time and consideration of our request.

Kind Regards,

John Smith, President & CEO

## Low or No Cost Events

### America's Funniest Office Video

Find an employee who can volunteer, and has a good eye, to bring in their video camera to take candid video footage around the office. Schedule a short premiere showing in a conference room to show the video to your co-workers. Sell tickets, soda, and popcorn and donate the proceeds to the United Way Campaign. If the video is a hit, perhaps raffle off a copy or sell duplicates.

### Awful Tie or Ugly Earring Contest

All contestants pay \$5 to enter the "best" awful earrings or "best" ugly ties they own, make or borrow. Place voting boxes at various places around the office and charge \$1 per vote. Employees vote as many times as they want for their favorite. Have a final review of all entries offering a last chance to vote at the end of the day. Circulate the names of the entrants the day before the event so employees can anticipate the voting. Offer a photo opportunity with your favorite contestant for \$1.

### Baby Picture Match Game

Invite employees to try their luck matching baby and/or pet pictures to pictures of the management. Award the entry with the most right answers. Charge employees \$2 per ballot.

### Bakery Cart

Wheel a cart of bagels, doughnuts, danishes, coffee and juice through the office, collecting United Way donations in exchange for the goodies.

### Balloon Pop

Employees donate prizes for this event—a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what prize they've won.

### Best Photo Contest

Employees submit photographs taken at campaign and celebration events. Photos are displayed on a bulletin board and judged by a committee. The best photo receives prizes such as a new camera, free film developing, photo album, camera carrying case and film.

### Bingo

Sell bingo cards for employees to purchase. Get a local store to donate prizes for all winners.

### Book, Video, CD, DVD Sale

Employees donate their old books, videos, cassette tapes, CDs and DVDs for an employee sale. Sell paperbacks for \$1, hardbacks for \$2, cassettes and videos \$3 to \$5, and CDs and DVDs \$5 and up.



### Boss Cooks for You

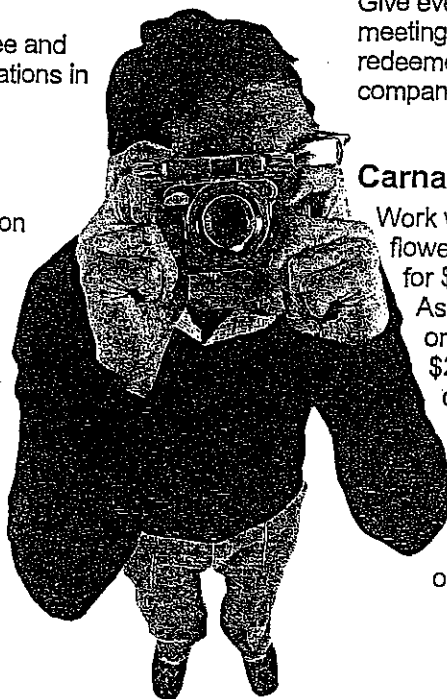
Have a special breakfast/lunch at which top managers cook for all donors. Food is one of the best motivational tools to attract a big crowd. Tasty treats almost always bring smiles to those attending your event.

### Buck Coupons

Give everyone who attends campaign meetings a buck coupon that can be redeemed in the company cafeteria or company store.

### Carnation Trade

Work with local florist to donate flowers that employees buy for \$2 to send to co-workers. As an added incentive, the organization matches each \$2. Try the same event with cookies as a variation, with employees donating the cookies for the event. Interested employees pay \$1 to send a cookie and a note to friends or coworkers in the organization just to say thanks.



## Low or No Cost Events

...continued

### Children's Drawing Contest

Give employees "official photographs" of one or two top executives to take home for their children to draw. Children draw what "helping others," what "hope" or another theme means to them. Contest is limited to children under 12 who are related to any employee. There is a \$5 entry fee per child. Employees vote for the best drawing by paying \$1 per vote. Give prizes to all participants (work with local fast food eateries to donate a certificate for a free treat). Display winning portraits as a part of the organization's permanent art collection. A variation of this event: Employees submit photography, drawings, paintings, poetry or collages depicting people helping people.



### Chili Cook-Off Contest

Employees cook their favorite chili recipe and enter it into a cook-off contest. This activity can also add "spice" to a Community Fair. A panel of chili experts selects the Official Chili Champion. Talk to a hotel representative about donating a weekend stay at their hotel for the winner.

### Chocolate Kick Off Rally

Excite their "sweet tooth" when kicking off your campaign! Print gold paper candy bar wrappers with the Campaign theme. Put the wrappers on chocolate bars and distribute at your kick off.

### Coin War

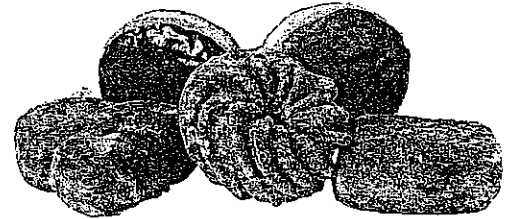
Each department/floor/division has an empty water bottle (the BIG kind). Employees drop their spare dimes, nickels and pennies into the bottle. These coins are counted as positive. A quarter counts as negative. Employees can "sabotage" another group's bottle by dropping a quarter into their bottle. At the end of the Campaign, both positive and negative coins are counted, and the group with the most \$\$\$ raised wins. For the next work day, the losing team members will address the winning team members with "We are not worthy!" or another salutation. All proceeds go to the United Way Campaign.

### Comedy Hour

Schedule local comedians or local broadcast celebrities to amuse employees during the lunch hour (pro bono, of course). Or, set up a talent hour for your own 'home grown' amateur comedians. Employees buy tickets to attend Comedy Hour, with all proceeds going to the campaign.

### Craft & Bake Sales

Employees jump into the holidays by shopping at a craft and bake sale! This popular activity gives everyone a chance to share their hobbies and special talents. All items donated, and sales go to Campaign.



### Cruise for Donors

Organize a local cruise for a fund raising event or dinner dance. Use a nautical or pirate theme for invitations and incentives.

### Department Penny Jar

Each department is designated a jar. Employees are encouraged to fill their own department's jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value only negative (ex: A dime is minus 10 points). The department with the most positive points at the end of the week is awarded a prize.

### Diversity Events

Tie in United Way programs and services to special events at your office. **Example:** During Latin American History Month, invite a speaker from a Latin American serving agency to share how United Way donations help strengthen Latin American communities.

### Dress-up the Boss

The boss wears a costume voted on by all employees, if the campaign goal is reached. **Examples:** tutu, animal costume, devil costume, etc. Don't forget the camera. Charge a \$1 to have photos taken with the boss in his or her costume.

## Low or No Cost Events

...continued

### Employee Cookbook

Collect and group recipes and helpful household hints into a customized cookbook. Employees' children create illustrations for the cookbook, including the cover. If possible, print and bind books by a local business, pro bono. This event has been so popular that some organizations have not been able to fill all requests. Plan for an enthusiastic response! You set the price.

### Employee Guessing Events

Questions focus on the campaign. Employees contribute \$1 to compete. Continue with questions until there is only one winner, who is awarded the coveted "Ben Stein" award. Examples:

- The organization's grand total given to the campaign.
- The per capita gift of the organization.
- Community need questions (number of homeless in county)

### Employee Raffle

Ask employees to contribute something special for a raffle prize:

- Homemade pies
- One-day vacation
- Lunch with a co-worker
- Prizes donated by vendors
- Car wash
- Tickets to a special event
- Weekend stay at a beach resort, boat or condominium

Employees make contributions using a raffle donation form. Employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the "early" date, but before the Campaign's final event, receive one raffle ticket. Employees who make a certain dollar pledge receive two raffle tickets.

### Executive Chair Race

Set up a relay course for executives to race through sitting in chairs or riding tricycles. Use a stopwatch to time contestants, with the fastest person winning a prize. Observers donate or wager \$1 on their favorite contestants.

### "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. Please, be safe with these type of activities. Safety first!

### Food Fight

Divide into two or more teams and elect captains. Team members collect money and turn in to captain. Team raising the most money is awarded a pizza/sub party, which they may verbally throw into their competitor's faces.

### Garage Sale

Find a volunteer willing to loan garage space or use work site after hours. Two or three weeks before the sale, employees bring in sale items which volunteers price and sell day of event. Advertise within the company and nearby neighborhoods.



### Golf Ball Sales

Collect old golf balls to clean and shine. Employees purchase golf balls (5 for \$1.00) during lunch or breaks. Consider a 'hole-in-one' activity, too.

### Grandma's "Award Winning" Chocolate Cake

Sell your grandma's favorite chocolate cake or other special recipe to interested employees. Tempt them first with little bite sized pieces for samples.

### Grease

Have employees cast ballots for which members of the Executive Team should dress up like which characters in the musical Grease (or any other popular movie / play). Have them stand in front of the assembly of employees and let employees pick the best look-alike by loudness of applause. Charge them \$1 per vote, with proceeds going to the United Way Campaign.

## Low or No Cost Events

...continued

### Guess How Many

Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.

### 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 buy pumpkins for their families, their staff or to use in the pumpkin carving contest. Employees enter carved pumpkins individually or by the group. Charge \$5 to enter and \$1 per vote. Award prizes in various categories. Examples:

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



### Health & Giving Events

Each department in your organization hosts a special event that will raise money for the community and better the health of employees at the same time. Examples:

- Yoga Classes (10 lessons, once a week for \$50 per person)
- Brown Bag Lunch Workshops put on by service providers on such topics as domestic violence, child care, women's health issues and parenting.
- Stress Reduction Classes
- Personal Trainer Consultations (\$20 per hour)
- Horoscopes (\$1 for daily, \$5 for birth)
- Charge a fee to attend the class, with all the proceeds going to the campaign.

### Just Desserts

Campaign committee furnishes the main lunch dish but sells home-made desserts contributed by employees for \$2 more with proceeds going to United Way.

### Kiss the Pig

Employees vote through contributions to executive labeled piggy banks for the boss who must kiss the pig. Have two or more managers in the mix—put the names and pictures of the victims on the box.

### Life is Not a Spectator Sport— Go the Distance

1. At the start of the campaign, hold a kick off meeting explaining touchdowns (accomplishments of previous years), penalties and receptions (areas needing improvement), and huddles (ideas for the coming campaign).
2. To launch the campaign, hold a tailgate party in the parking lot or at a park. Arrange to have the party at the same time as a local softball or baseball game and cheer on your home team.
3. Throughout the campaign hold sport fundraisers such as a slam dunk/shootout contest, volleyball tournament, football toss, etc. Rays, Bucs or Lightning tickets or admission to other local sporting/entertainment events make great prizes.

### Look-A-Like Contest

Employees are encouraged to dress up like famous personalities and celebrities. Co-workers pay to vote on the best costume with the contestant receiving the most votes winning a prize. You could also charge \$1 to have your picture taken with the celebrity look-a-likes.

### Lunch Auction

Different departments donate lunches to auction every day for a week. Use your organization's intercom system, e-mail, or other communication system to auction the lunches. Employees call in with their bids. A variation of this event is to have employees pay \$5 for the "boss" to deliver coffee and bagels to them, with all proceeds going to the campaign.



## Low or No Cost Events

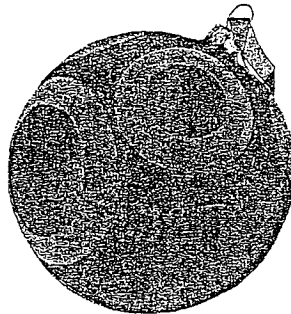
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### Movie Trivia Quiz

This quiz can be completed at workstations and 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.

### Ornament Raffle

Buy or have donated an artificial tree, which can be stored and used annually. Employees bring in ornaments either purchased or handmade to hang on the tree. Tree may be kept up and ornaments collected for the entire Christmas season. After all ornaments are collected, most valuable ornaments are selected to be raffled first, giving all a fair chance at high valued ornaments (Hallmark Keepsakes, Precious Moments, etc.) Employees purchase chances for the ornament raffle and names are drawn.



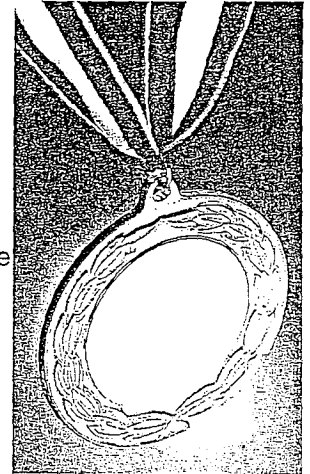
### Put Yourself in Their Shoes

Encourage the wearing of crazy/funky shoes the week of the campaign. Hold a campaign kick off lunch with 'foot-long' hot dogs, 'shoestring' potatoes, 'corn' chips, soft 'shoe' drinks and 'sole' music (Blue Suede Shoes, These Boots Were Made for Walking, etc.). To start the campaign and to get across the meaning of the theme, host guest speakers from United Way funded agencies, or have guest speakers from within the company. Speakers relate their experiences with United Way and personally ask people to put yourself in my shoes. Keep track of fundraising progress with a poster board designed with a track and moveable (Velcro, magnetic board, etc.) racing shoes that come closer to the finish as the campaign evolves. Hand out thank you's at the end of the campaign, tied with shoelaces.

### Reach for the Goal

Tie together the title with an Olympic theme. The company wins the gold medal when the campaign goal is reached. Create a poster with a bronze, silver and gold medal goal. The Opening Ceremonies are the kick-off to the campaign, explaining the goal and theme. Symbolic passing of the torch from last year's campaign chair to the new chairperson. Hold a mini-Olympics with

employees forming teams of three or more. Events include hula-hoop relay, tricycle race, basketball dribble, tug-of-war, 100-yard dash, mile relay, and sack race. Charge an entry fee for teams, offering prizes for the winning team along with souvenir gold medals. Conclude the Olympic campaign with an awards ceremony, awarding Olympic winners as well as all employees for their campaign efforts.



### Recycled Goods

Turn in recycled paper, cans, bottles, etc. and exchange them for money for United Way.

### Root Beer Float Sales

Seek donations or purchase root beer and vanilla ice cream. Other items needed include straws, spoons, cups, and ice cream scoopers. Have committee schedule work shifts. This popular event works well during lunch and breaks. Remember a freezer will be needed to store the ice cream if the event is held all day.

### 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 with selected employees for others to "discover." Teams of four, by choice, pay a group entrance fee (you set). If each team member has a different job title, automatically award them 10 bonus points. Teams have one hour to accumulate as many points as possible, so keep it challenging, yet possible to complete. The entire team must be present at the end of one hour. If any member arrives late, assess a penalty of six (6) points per minute (or fraction thereof). Work with local businesses for gift certificates or other items as rewards for the winning team.

### Silent Auction

Gather gift items and create bid sheets, being certain to provide a minimum bid for each item.

## Low or No Cost Events

*continued*

### Slogan Contest

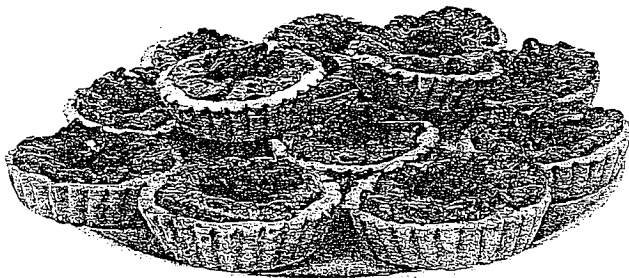
Employees develop in-house campaign slogans/themes. The committee picks the top ten, which are then voted on by the entire company, the winner receives an award.

### Spelling Bee

Hold the event during a staff meeting or over lunch. Contestants pay a \$5 entry fee. Gallery observers place \$1 wagers on their favorite participants. The winner walks away with the coveted "Who Needs Spell Check" award.

### Snack & Dessert Cart

Employees donate items; several carts travel around the building in the morning and afternoon and offer treats at a minimal cost. A new twist on the traditional bake sale.



### Spaghetti Dinner

Host spaghetti dinner. Feed and charge for each bowl.

### Team Tees

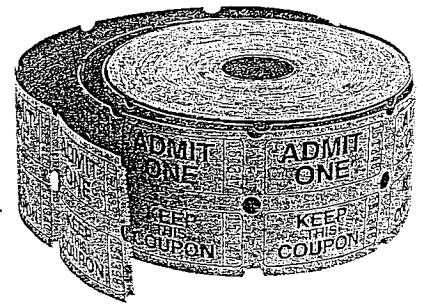
Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who "team up" in the United Way effort.

### Ticket & Gift Certificate Giveaways

Work with merchants, businesses, and concessions for donations of these items. One "large" item can be used for a special drawing. Give free tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives. Give movie passes to every employee who meets the challenge of pledging a certain dollar amount. In addition, enter the names of all employees who turn in a signed pledge form during the first hour following the kick-off into a special drawing.

### Theme Lunches

Add fun to campaign week by hosting a theme lunch such as 50s, 60s, 70s, or 80s, holiday themes, TV shows, sports, Renaissance, etc.



### Traveling Trophy

Companies with multiple locations have found that using a traveling trophy generates friendly competition and is a great sign of pride for the location. Trophies may be used for any number of contests including location with the highest participation, raising the most special event dollars, etc.

### Trivial Pursuit Match

Create a pool around the winning team and give all employees who bet on the winners a prize. Questions can be about general topics, or test folks on their company knowledge and culture. Hold the challenge during a staff meeting and give the event a game show flavor by having participants use bicycle horns to signal they want to answer.

### Tricycle Races

Create teams with three to four riders. Teams are named and publicized in advance, allowing employees to make pledges or bets on the winning team. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course through the office. Possibilities include: through hallways, lunch/break rooms, around cubicles, chairs, and in and out of offices. Have course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas around the office. The race is designed as a relay. Team members may pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. Remember to take pictures for the company bulletin board or newsletter!

### Tug-of-War

Have an interdepartmental competition. Each team pays a fee for entry with the winning team winning a prize.

## Low or No Cost Events

...continued

### Turkey Flocking Day

Usually held during Thanksgiving or Christmas to go with the 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.

### Wall of Fame

Put pictures on a wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years.

### White Elephant Sale

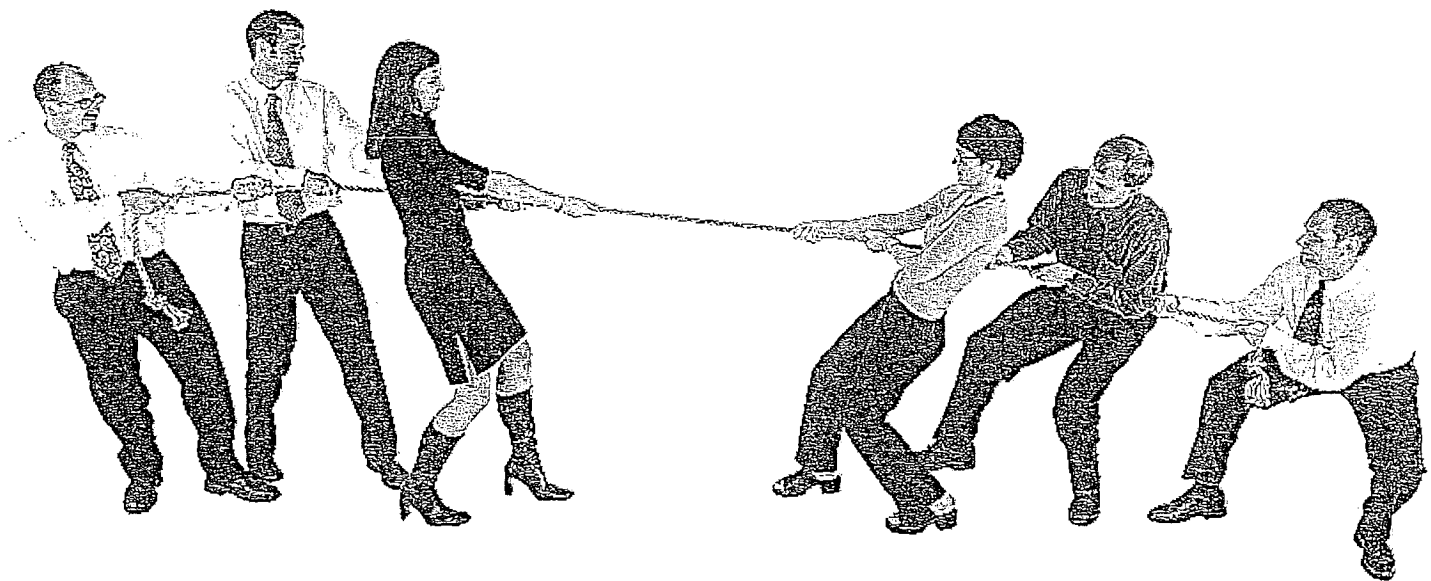
Employees donate unique "white elephant" gifts that others can buy at affordable prices. This is especially popular at carnivals.

### Wild West

Employees dress in cowboy/cowgirl attire. Works well with a BBQ or chili cook-off.

### Wine Drawing

Offer employees a chance to win an assortment of specially selected wines from a number of different wineries. Sell tickets for \$1 each or 6 for \$5 (such a deal). Display the wines in an employee common area to entice wine lovers. This is an opportunity to involve local merchants as donors.



## Social Events

### Special Event Ideas

Special events are your opportunity to add a little something extra to the campaign! Not only do they raise extra funding for United Way, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your employees about United Way and most importantly, have FUN!! And remember, not every special event has to be elaborate.

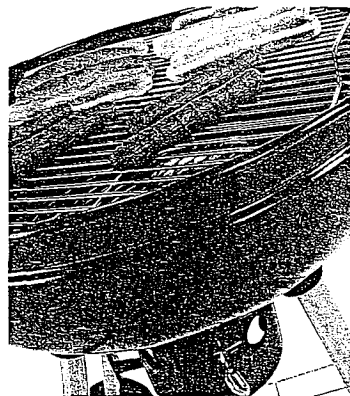
- Be creative.
- Events should be strategically scheduled throughout the campaign to be most successful.
- Make it easy for employees to participate.
- Secure the support of upper management.
- Involve a team in the planning and implementation process.
- Have fun!

Remember when planning special events, please stress that the support of the activities is in addition to the individual campaign pledge.

### Backyard/Parking Lot Bar-B-Q

Determine costs of set-up. Set a sale price for the Bar-B-Q. Pre-sell tickets to the event. The event may also be set up as a potluck picnic with everyone bringing a dish to share.

Items that need to be purchased include: paper products, meat and fixings, buns, beverages, grill, lawn chairs, tables. Set-up outside. You may wish to include a volleyball net, Frisbee, music, etc. as time and space allow.



### Gasparilla!

For those who always wanted to be a pirate, this event will be a lot of fun. Decorate meeting room or lunchroom with cut-out palm trees, starfish, waves, etc. Bring in shells and fishnets to add to the decor. Bring in a chest with a key for a treasure chest. Fill it with secret prizes. Or, make a treasure chest out of a large cardboard box with gold and silver foil pasted on the outside. Employees purchase a key (either real

or cut-out cardboard keys) from a volunteer dressed in a pirate costume. Cutout keys are numbered and the winner of the treasure chest is determined by a drawing. Real keys are tried in the lock, the winner being the person with the actual chest key. Make a treasure map and mount it on the wall. The display shows the progress toward campaign goal with a pirate ship crossing an ocean, in search of desert islands, with an "X" to mark the spot (goal).

### Hawaiian Luau

Have a mini luau, charging a fee for the fare. Serve ham, pineapple upside-down cake and other Hawaiian fare. Give prizes to employees wearing the most outrageous Hawaiian attire. Hold a limbo contest with participants paying \$1 to enter, giving a prize to the winner. Play Hawaiian music in the background.

### International Food Day

Employees team together to create taste treats from around the world. Employees decorate their own booths/tables and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. A panel of "celebrity" judges awards prizes.

### Potpourri Luncheon

Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc. to be shared. Paper products are also needed for this event. There is no sign-up for this event. Items brought in are completely random. Employees pay \$5 to fill their plate and sample everything in the room. If your company has their own cookbook, the theme could be A Potpourri of Company Recipes. Participants must make a dish out of the employee cookbook.

### Tailgate Party

Create a sports theme for your campaign to coincide with football season. Back a truck into the employee lounge area, if possible, lower the tailgate and sell football fare: hot dogs, soft drinks, chips, peanuts, etc. Prerecord a game on audio or video, or a commercial "best of" or "bloopers" and play during the event to create atmosphere. Play a game of tag or video football with participants donating an entrance fee with observers wagering bets.

## Major Events

### Auction Hotline

Set up a special voice mailbox with weekly messages announcing auction items. Highlight the items, including their face value in a flyer. Employees call the hotline to record their bids. Update the recorded message daily, announcing the highest bids received to date. Each Friday, announce auction results for the week and next week's item. Ask employees to donate items or services for the auction.

### Bowl-A-Thon

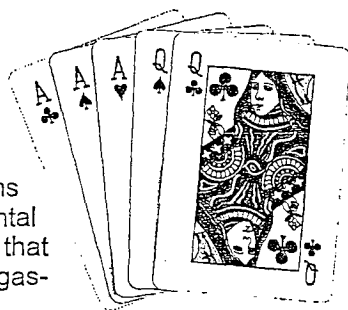
Employees pay a \$2 entrance fee (plus lane charges) to participate in this event. Give each participant a Pledge Form in advance to use when asking for their support. Encourage fan support, fun and enthusiasm.

### Casino Night

What are the ingredients for a successful Casino Night?

- A few Blackjack tables
- A Roulette wheel
- A Poker table or two
- One bingo table
- Food & sodas.

Invite employees and their families. Local businesses can donate prizes and items for winners. Many party rental stores have gaming tables that give casino night a real Vegas-like experience.



### CEO Carwash

Employees donate \$5 to have their car washed at high noon by the "boss" in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for pictures of the employees and the boss washing their cars.

### Community Fairs

Nonprofit organizations set up information booths at your work site. Everyone loves a carnival! Try a carnival theme with free hot dogs, soda and popcorn. Employees try their luck at games like ring toss and the fish pond. Include entertainment and displays from youth projects.

Publicize well! Strong leadership set the pace. Ask your leaders to send a memo or e-mail emphasizing the importance of learning about our community. Don't leave without your passport! Nonprofit organization representatives provide employees with information to complete questions on the Passport. Enter all completed Passports into a grand prize drawing. Talk to local travel agent about donating a trip.

Hold daily/weekly "Blue Light Special" rallies throughout your employee giving time. Different divisions, departments or project areas host each "Special". Serve pastries and juice. A nonprofit organization representative speaks for community services which your employees support and have interest in. Schedule entertainment by a youth or elderly group. Organize prizes and games.

### Executive Fantasy Auction

Executives at your organization create "fantasy" packages, which employees can bid on at a special auction. Packages include fishing trips, dinners or movie tickets. Executives also auction their special "services."

- Cooking the winning bidder a special dish
- Singing at a wedding, party or special event
- Mowing the winner's lawn
- Changing the winner's motor oil
- Babysitting the winner's children
- Washing the winner's car
- Washing the winner's windows

### Executive Prison

Transform an office into a jail cell. Next, round up your prisoners (the usual suspects). "Arrest" managers and executives and allow them to make telephone calls to their staff members to "bail" them out. All bail proceeds go to the campaign.

### Flashback Carnival

Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing and 50 cent hotdogs. Hold a hoola-hoop contest and hoop-shoot to really give it that flashback flavor. Set up a dunk tank with all your dunkable executives (charge \$3 for three balls). Throw pies at all your favorite executives behind the "eight ball." Charge participants a fee to enter the contests.

## Major Events

...continued

### Karaoke Party

This has the potential of being a BIG fund raiser and a GREAT team builder! Participants pay \$2 to enter and are given a list of songs and a pledge sheet in advance. Participants ask employees to support them by pledging an amount of money. At the event, have a big box of funny hats, boas and other costume items available for participants to use. Pass the hat at the party to receive even more pledges! NOTE: A variation of this activity is "Executive Karaoke". Employees pay money for executives to get up and sing the song of their choice. Videotape the event and sell copies as well.



### Laugh Olympics

Employees compete in crazy "athletic" events for silly prizes. Participants donate a \$5 fee to enter. Observers donate-wager bets on their favorite entrants.

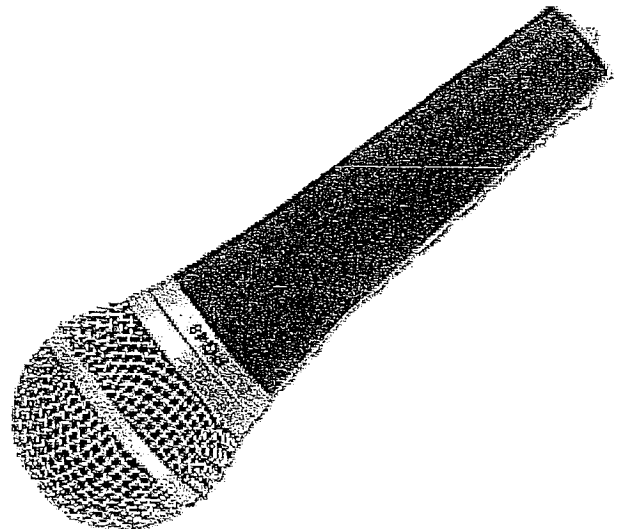
### Miniature Golf

Build a 9-hole course featuring slinkies, ramps, water and sand traps around the office laid out to test the skills of your employees. The lowest score (which may be decided by tie-breaker) will take home a tacky golf sport coat. Interested two-somes return an entry form, bring a putter the day of the event, and pay an appropriate entry fee: \$25 for two-somes of upper management \$15 for two-somes of middle management \$10 for twosomes of all other staff.

Try a "Golfing in America" theme with each hole highlighting a different state or city (e.g. a hole-in-one in a Hawaiian volcano, a birdie in Boise, sand traps in Arizona).

### Trivia Night

A successful, well-publicized trivia night can attract hundreds of participants and realize thousands of dollars in income. It is not uncommon for a table of ten participants to collect \$150 or more. The event typically begins at 8 p.m. and runs for about three hours. There are ten rounds of themed trivia questions (geography, sports, music, movies, etc.) with ten questions in each round. An emcee reads the questions (and displays the questions on an overhead projector) to the audience. Each question is given about a minute for each table to discuss and put down in writing on an answer sheet. Tables compete with one another and at the end of the evening the winning table is announced. Prizes are given to the top three tables. Google "trivia night" for more specific ideas.



## Game Ideas

...continues

### 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 and drop them in the box.

### 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 and drop them in the box.

### Family Feud®

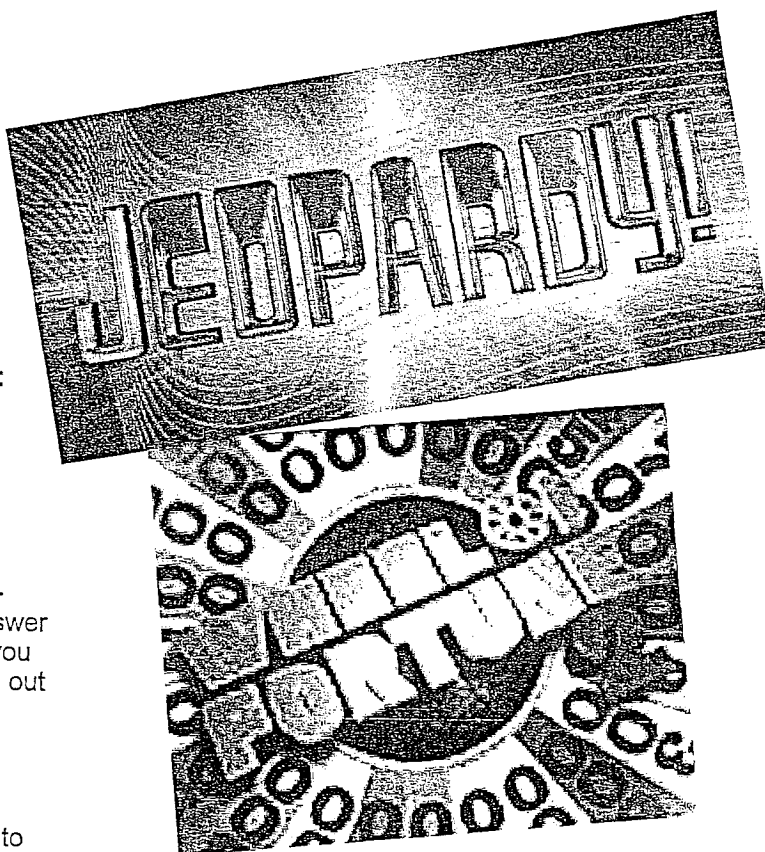
Use a statement from the campaign materials like: United Way agencies that support Older People. Have the employees list the agencies on a sheet (assign equal points to them).

### Let's Make A Deal®

Go around the office and ask random United Way-related questions to employees. If they get the answer right, give them a prize on the spot. Works well if you can get the President to go along with you to hand out the prize.

### 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 Web site, put together some questions about United Way and the agencies for the contestant. (Call the United Way office for help if you need.) Use play money for prizes.



## Employee Incentives

...continued

### What Can Incentives Do For My Campaign?

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

**A note about Incentives and Prizes:** Token incentives or prizes are more effective than expensive items. Many people may react negatively to the idea of a lavish “reward” for giving to United Way. It can seem inconsistent with the spirit of United Way so use your best judgment. A good place to start is with your vendors for incentives. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company’s vendors to show how much their business is appreciated while it spreads awareness of United Way.

### Ideas for Incentives

- Parking Place
- Afternoon off of work
- Lunch with the boss (out of office and the boss pays)
- Movie/game/play tickets
- Snooze day (allowed to come in late)
- Golf with the boss
- Car washed by boss or co-worker
- Leave one hour early/come in one hour late
- Office redecorated or cleaned
- Trading spaces.  
Employee wins a day in a bigger office.
- Gas and car wash gift certificates
- Jeans on Fridays
- Company promotional items

### 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 the community. Employees can donate \$1 per inch. Give prizes for the shortest tie, the ugliest tie, etc.

### Appreciation Grams

Appreciation grams are sent to co-workers in the office on an ordinary day or in connection with a holiday such as Valentines Day, Easter, Halloween, May Day, etc. Appreciation grams consist of little notes with words of thanks, recognition, or good wishes. Along with the note include a bag of candy, a Mylar balloon or flowers. Some examples include: jelly beans for Easter, Hershey Hugs for Valentines Day, pet rocks for a 70’s theme, candy corn for Halloween. Take pre-orders for one week in the break room. Write down the names of the sender and receiver so they can be delivered at a later date. Notes can be computer printed generic messages, or at time of purchase, purchaser can hand write a note of appreciation.

### Buttons

Give all who donate a button stating, “I Gave to United Way.”

### Casual Days

Sell Casual Day Badges allowing employees to dress casual on certain days. Employees purchase badges for \$5 each through payroll deduction or cash donation. The badges carry an expiration date, depending on the amount donated. Designate certain casual days as “Crazy Days” and encourage your employees to show their wild side: Tuesday—Stupid Hat Day. Wednesday—Outrageous Socks Day. Thursday—Sports Team Day.

### Departmental Competition

The department with the best participation (most pledge cards returned) is rewarded with a pizza party car wash or lunch with the CEO.

### Pledge Incentive

This event requires the consent of your CEO and Human Resources Department. Every employee who meets the challenge of pledging a certain dollar amount has their name entered into a drawing for a paid “vacation day.” In addition, they can get an additional entry if they turn in a signed pledge form during the first hour following the kick-off into a special drawing.



## Employee Incentives

....continued

### Thank You's

Thank employees: in newsletters and e-mail; with a special brunch or dinner payroll stuffer message; give personalized letters from the President at staff meetings with thank you mugs. Host a United Way agency representative at a staff meeting who brings 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); an announcement on the local cable television station; newspaper ads that recognize all donors by name; and thank you flyers on cars.

### Vacation Days

This event requires the consent of your CEO and Human Resources Department. Many Coordinators say this event easily guarantees almost 100% participation. Employees "buy" a vacation day. When an employee chooses to participate, their wages from a day's work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the campaign. Everyone wins through the implementation of this activity. The organization achieves high participation, the employees gets a "day off" and the community benefits.

Remember the reasons you are using events to help raise funds during your campaign:

- Create greater community understanding
- Build Morale
- Increase Volunteering
- Raise Money
- Honor Leadership Givers
- Reward Team
- And most importantly: HAVE FUN!

