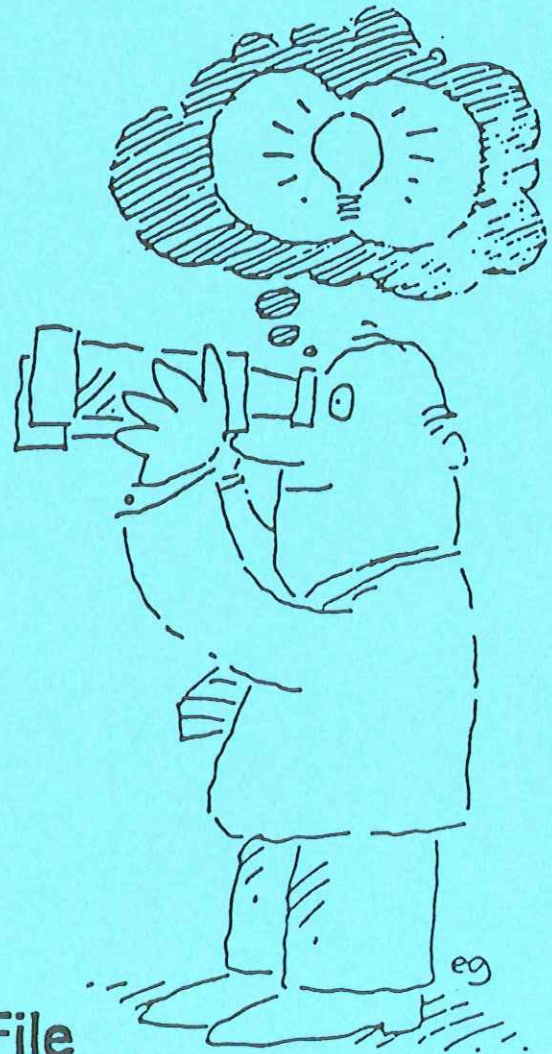


Looking for a great idea?

Then look in here!



United Way

Creative Campaign Idea File

Ideas for Creating Exciting Employee Campaigns

Good planning, firm objectives, and targeted messages to various audiences are the foundations of a successful United Way fundraising drive at the workplace.

Being creative is the most important factor in developing an effective campaign. Before you begin putting your creativity into effect use the checklist below for simple planning.

- _____ Set a date, time, and place
- _____ Set criteria for event and theme
- _____ Brainstorm for ideas
- _____ Determine objectives for each event
- _____ Outline a plan
- _____ Develop a timetable
- _____ Promote the event: newsletter items, posters, table tents, payroll stuffers, etc.
- _____ "Invite" all employees to participate in events
- _____ Recognize committee members and employees as the event progresses
- _____ Update all committee members and employees as the event progresses
- _____ ALWAYS give employees and participants something to remember the event

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Incentives - Do or give something to your employees when they turn in their pledge cards.

1. Turn in your pledge card for a daily raffle ticket drawing. Make a deadline and employees who turn in their pledge card by the deadline will be eligible for a daily drawing. Daily drawings can include: time off, special parking spot, extra breaks or shortened days, gift certificates from local retailers, or prizes donated by vendors or area merchants.
2. Receive a United Way gift (key chain, sticker, license plate frame, datebook, etc.) *Order from incentive catalog--15 percent discount applies. Many gifts for under \$2 are in catalog.
3. CEO matches a percentage of pledges -- daily, weekly, monthly, deadline date, etc. CEO sets a deadline and then matches a percentage of what has been pledged by deadline.
4. "Treat" your employees to a special day if all pledge cards are turned in. Provide a meal for employees, entertainment during day, contests, or any other activity to take a break from work.
5. Give employees a gift if they pledge their fair share -- an hours pay per month -- towards United Way. An incentive could a United Way gift from the United Way of America catalog, a day off, extra break time, or a United Way t-shirt.

United Way thanks you for turning in your pledge card. You are now eligible for the home phone daily drawing.

Name _____
Office phone _____
Home phone _____

Games During the Week - Promote fun during the first week of United Way Campaign. Encourage employee participation in company sponsored activities during the week.

CEO Games

1. Ask the CEO any question you want when you turn in your pledge card. The question will be written down and a question and answer session will be held at the end of the deadline week.
2. Play the Newlywed Game with the CEO. Guess how the CEO will answer given questions. Do this in teams or as an individual. Winner(s) get to be CEO for a day, participate in CEO duty, or go to lunch with CEO.
3. Drawing to be CEO for a day after the first day of campaign. This would be limited to those employees who have turned in their pledge cards. The winner of the drawing performs CEO duties on a day designated by the CEO.
4. Drawing to have lunch with CEO. This activity would be open to a limited number of people in a drawing held at the end of a given deadline.

How old is your CEO?

2

Where was your CEO born?

How many hours a week does your CEO work?

When is your CEO's birthday?

5. Be entertained by the CEO -- the CEO will perform for employees during lunch or their break. The CEO could lip synch, perform comedy, or sit in a dunk tank for employees to dunk him/her.

Guessing Games

1. Employees guess the number of pledge cards that will be turned in by the end of the week -- guess and compete by department, total turned in a day, or total amount pledged. Guess the organization's grand total, per capita gift, or the campaign drive grand total.
2. Guess the number of an item in a jar when you turn in your pledge card. Winner receives jar and the items in the jar. Use candy, balloons, or marbles.
3. Employees bring in baby pictures and co-workers must identify the employee -- the employee who guesses the most right wins a free photo sitting.
4. List United Way agencies and programs along with their functions and have employees guess the name and location of each service. These agencies and programs can be listed in the organization's newsletter or the names can be posted throughout the building. The winner will receive an hour off with pay.
5. Guess the age and weight of CEO or other executive. Winner receives a make-over from a local beauty salon. This activity can be open to all employees, but only the people who turn in their pledge cards will be eligible for the drawing.

Searches

1. Give employees a word search or crossword puzzle with questions about United Way with their pledge cards. Limit the time to no more than a 30 minute game. The first person to turn in his/her completed puzzle receives a United Way gift.
2. Have employees find the United Way logo in the office with a medallion hunt. Employees will receive a clue to search for the medallion after they turn in their pledge card. Employees must pay 10 cents for every clue after the first. Proceeds will go to United Way and the winner will receive \$25.

NLUNTERA LCIAOS VCIRSEEC (Lutheran Social Services)

MAICAREN DRE SROSC (American Red Cross)

NITUDE VECSIEC NIGOOZTNRIA (United Service Organization)

HEYWITN INSERO TRCEEM (Whitney Senior Center)

What program offered persons 60 and over the opportunity to be involved with the others in the community?
RSYP Senior Volunteer Program

Where can persons make transitions into self-sufficient living?
DOHUS Transitional Housing

How many arches are there in the United Way symbol?

3. Poster Search -- Hang United Way posters in the building and have employees search for their location and ask a specific question about the poster -- what color are the eyes of the boy in the poster advertising alcohol abuse? What color dress is the woman wearing in the homeless poster? Is the person smiling in the Big Brother/Big Sister poster? What color of print is used in the volunteer poster? What agency is being advertised? What number should you contact if you need help for domestic abuse?...*list answers in newsletter.
4. Find out what the United Way logo symbolizes. Ask employees during the Campaign kick-off without research. Those employees who know the answer will be eligible for a drawing of an hour off with pay or any other drawing suitable to the CEO. If no one knows the correct answer limit the time to find out to no more than an hour.



Special Events -- Encourage employees to participate in "free" fun activities promoting United Way Campaign producing organization unity supporting the campaign.

1. Have a Win/Lose/Draw competition during lunch or breaks. Use your organization related subjects OR use United Way agencies and the people they serve. (elderly, youth, homeless, etc.) Do this in teams and the team who wins receives a prize from the losing team. Have the teams "bet" for a prize.
2. Pie eating contest -- employees bring in homemade pies for co-workers to have a pie eating contest OR try to get a bakery to donate the pies then have the contest and the winner receives a gift certificate from Baker's Square or a local bakery.
3. Ice Cream Social -- employees make their own sundae during breaks or for lunch. Employees bring in toppings and organization provides the ice cream. A certain percentage or number of pledge cards must be turned in for the social to take place.
4. Golf Tournament -- employees sign up to play nine holes of golf and donate the amount of all combined scores (not average) to United Way. This activity can be done during work hours or on the weekend. Those participating will receive time off from work and payment for the holes of golf.



At the bottom is a helping hand symbolizing the services and programs supported by the United Way that in turn support the people in our community.

4

The universal mankind symbol is cradled in the hand symbolizing the people supported and uplifted by United Way efforts.

The rainbow springs from the helping hand, representing the hope of a better life possible through the United Way.

5. Dunk Tank -- employees or executives volunteer to be dunked for \$1. Proceeds go to United Way. Employees who turn in their pledge cards by a deadline will be given the opportunity to dunk the executive for free.
6. Provide a meal for employees if a certain number of pledge cards are turned in by deadline. Have a pancake breakfast, picnic lunch, or a barbecue dinner if the deadline goal is met. Design placemats featuring a United Way agency.
7. Have a speaker from an agency talk to your organization. Contact United Way and ask about the Speakers Bureau. United Way supported agencies are always willing to speak at organizations. If your organization has a specific interest in youth you can have someone from Kidstop, Boy Scouts, Girl Scouts or Big Brothers/Big Sisters talk to your organization.
8. Photo Contest -- employees bring in a baby picture and employees vote for the cutest baby. The employee who wins will receive a free photo sitting for a individual or family picture.
9. Have a kick-off celebration -- provide a meal (pancake breakfast, picnic lunch, barbecue dinner) or have a dance with a theme. Invite all employees to attend. Publicize the event early for a good turn out.
10. Promote "Real People...Real Caring" -- Do something nice for a co-worker, do something for yourself, feature an employee who volunteers in your organization's newsletter, volunteer at a United Way agency during the day -- one hour a week. If an employee wants to volunteer they will receive the time off with pay.
11. Awareness Week or Day before the campaign starts -- have a blood drive, speaker presentation from a United Way supported agency, have a volunteer day, donate food to a food shelf, or have an agency fair -- feature displays and pamphlets from agencies in the lunchroom.
12. Have employees donate items or services to have a silent auction. Donate time to babysit, fix a household item, cook a meal, clean house, or offer a special talent. Proceeds go to United Way and employees offer their services free. Give employees a list of the items available for an auction then have employees bid on the items over the noon hour for seven days and post high-bid sheets daily.
13. Have a bake or recipe sale, or recipe swap. Proceeds go to United Way. Recipes and baked goods are donated by employees.

United Way Recipe

Mix lots of volunteers and community efforts to create a smile on someone's face.

14. "Jail" executives or co-workers. The "prisoner" has to solicit donations to get him/herself out of jail. A prison can be made of gray crepe paper blocking off the door to a room.
15. Do a take-off of the home video programs. Urge employees to bring in their funniest home videos. Show clips of the best videos during the campaign. Then bring United Way closer to home by interviewing employees sharing their stories of how United Way has helped them and feature volunteers for United Way.
16. Best Legs Contest - Line up managers for mug shots of their legs in bermuda shorts --legs only. Hold a contest to see if employees can figure out who's legs belong to managers. Then have employees vote for the best legs in the company.
17. "No Talent Show" Talent Show - Put divisions or departments against one another in a "No Talent" show. Have each division/department work on an act to appear in the show.
18. Use the CEO's tie as a campaign barometer. Have the CEO wear the same tie throughout the campaign and as the campaign progresses a portion of the tie is cut off to signify how far towards the goal of the campaign. At the end of campaign (or sooner) when the goal is met the CEO won't have a tie.



Dress-Up Days -- These events can be used as contests for the most creative, best-dressed, or they can be used to create a fun mood in the office as Campaign kicks off.

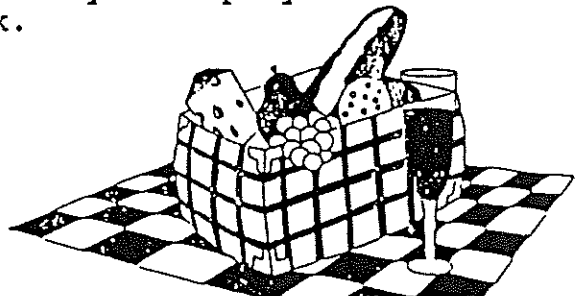
1. '50s Day -- Have a sock hop after work and dress in jeans, t-shirts, poodle skirts, letter or leather jackets, dress like Elvis day, etc. Encourage employees to design their socks to represent a United Way agency.
2. '60s Day -- dress in tie-dye, dark glasses, worn jeans, straight hair, and play '60s music in the office.
3. '70s Day -- Have a disco dance contest after work and dress in bell-bottom jeans, polyester pants, silk shirts, disco outfits, etc. at have a disco dance contest.
4. '80s-'90s -- Dress like the image you have of today's teenager.

5. Dress like your favorite actor or famous person. Possibly designating everyone dress like the same actor and then have a contest for the best dressed OR give employees an actor's name when they turn in their pledge card and that is the actor/actress they have to be for a day. Best-dressed is featured in organization newsletter and wins a movie pass.
6. Cowboy Day -- Dress "country" and play country music in the office. Best or funniest dressed employee will receive tickets to a country band concert or the country album/cassette of his/her choice.
7. Halloween Day -- employees disguise themselves in costume and co-workers guess who they are. Dress up as a United Way agency or related subject: Bread to represent the food shelf, telephone for a hotline; American Red Cross aides, etc. Winner receives a gift certificate to a local clothing store.
8. Color Day -- choose a color for all employees to wear. The "brightest" employee receives a gift certificate to a local paint/hardware store.
9. Dress Down Day -- wear casual clothes in the office. Give employees the opportunity to wear casual clothes as a break from office atmosphere.

Theme Ideas - Choose a theme for a week and center activities, drawings, games, and special events around that theme. Below are theme ideas with events for the week.

Spring Theme "Life's a Picnic"

1. Give employees their pledge card in a paper picnic basket.
2. Get a ticket for a piece of fruit, juice, pop -- any picnic item when you participate in the week's activities -- Then at the end of the week you can turn your tickets in for a snack or a whole "picnic" meal. Cut out your participation tickets in the shape of ants.
3. Conduct a taste test of different picnic foods -- potato chips, pop, peanut butter and jellies, etc.
4. Contest for the best photograph of a park. Designate a specific date or park and photos must be taken and then entered on a specified day. The winner receives a picnic lunch from a grocery store deli.
5. Adopt-an Agency for a week -- Have your employees choose an agency to clean during the week.



6. "Farmers Market" Have employees bring in home-grown foods to sell to other employees -- proceeds go United Way.
7. "Friendly Fruit Exchange" exchange notes, small gifts, smiles, kind words with co-workers. Do this anonymously and find out who your friendly fruit was at the end of the week with a company picnic.

Hollywood Theme "You Play the Starring Role for United Way"

1. Receive a movie ticket when employees turn in their pledge card.
2. When pledge cards are turned in, a star will be given to the employee with his/her name on it, and the star will be placed the hallway walls or put on a pin for the employee to wear.
3. Identify pictures of actors when they were younger. Prize awarded to the employee who identifies the most pictures.
4. Run old movies in the break or lunchroom.

Fitness Theme "Shaping up with United Way"

1. Give employees a blue ribbon to wear when they turn in their pledge cards.
2. Walk-a-thon around the building, block, or a given distance. Collect pledges and donate to United Way.
3. Catch the CEO -- Sign up to chase the CEO around the building. Employee who catches CEO in shortest time wins a prize or is taken out to lunch by CEO.
4. Mini-Olympics
 - a. Jump rope or Double-Dutch contest
 - b. Egg toss, balloon toss, or weight toss (the kind you can wear while exercising.)
 - c. Race walking contest

Team Theme "Teaming up With United Way"

1. Give employees a United Way t-shirt when they turn in their pledge card.
2. If all pledge cards are turned in by a certain deadline a bus will provide transportation and tickets to employees for a Minnesota Twins game OR receive a ticket for another Minnesota professional athletic event of employees choice.

3. Organize in-house team activities outside of building such as: volleyball, softball, basketball, etc. Play management vs. employees; employees vs. employees; executives vs. management; departments vs. management, etc.
4. The "champion" teams from the above list play each other and \$1 admittance is charge -- proceeds go to United Way.
5. Challenge another organization in your area to a team sport.
6. Compete with another organization of who turns in the most pledge cards.
7. Have relay races for employees to cross the finish line to turn in their pledge cards. The first one in the race wins a prize.

World Tour Theme "Making a World of Difference"

1. Give employees a ticket to 50 cents off a dinner to an international restaurant when they turn in their pledge cards.
2. Give a map of area United Way serves and have employees identify agencies and their functions. Winner receives a "trip" to a local ethnic restaurant.
3. Tour agencies in the area -- These tours are free and the agencies are always willing to give tours, just call ahead. Use your agency directory.

Auto Theme "Drive Forward for United Way"

1. Give employees a United Way key chain when they turn in their pledge cards.
2. Provide car tips for employees by employees during the week. Give employees a piece of paper to submit a car tip to your organization's newsletter or post them on the bulletin board during the week of campaign kick-off.
3. Executive Car Wash -- Executives of your organization wash employees cars. Proceeds from the car wash will go to United Way. Employees can also volunteer for a local car wash in the parking lot of your organization on the weekend. Publicize your event in the local newspaper.
4. Have a drawing for a tune-up, oil change, tire rotation, etc. for those who turn in their pledge cards by the deadline.

Lottery Theme "Put the Odds in Your Favor"

1. Number each pledge card when they are turned in and have a drawing after every five pledge cards are turned in. The employee whose name is drawn receives five lottery tickets.
2. Guess how many pledge cards will be turned in by a certain hour, day, week, month -- winner receives lottery tickets.
3. Play poker with the numbers on your paycheck. \$1 to enter, winner gets half of pot and United Way gets half.
4. Choose three numbers (the amount of pledge cards that will be turned in on three consecutive days -- winner receives three chances on the "Daily Chance" lottery.)

Family Theme "All in the Family"

1. Employees families tour your organization on a designated "Family Day." Encourage employees to support organizations involved with families. Adopt-a-family from Caritas Family Services, donate or prepare a meal to a family who uses the food shelf.
2. Have a special event that includes families after work hours.
 - a. Ice cream social
 - b. Story telling -- kids draw pictures of a story told by an employee. The story would be related to a United Way agency and the pictures would be posted in the hallways to promote campaign.
 - c. Have children design a poster for a United Way agency. Again, these posters would hang in the hallways of the office.
4. Switch jobs for a day or hour with a co-worker. Perform a co-worker's job during the day.

School Theme - "It's Never Too Late to Learn"

1. Give employees an apple when they turn in their pledge cards.
2. Give "passes" to employees to a local gym or YMCA when they participate in an event or turn in their pledge cards.
3. Turn all bulletin boards into black boards and post United Way posters under "today's lesson."
4. Focus on youth agencies sponsored by United Way if youth is one of your organization's main concerns.
5. Distribute hour passes to be excused from work to volunteer at an agency during the day.

6. If an employee volunteers or turns in their pledge card, they will receive a pass for lunch.

"Other" Themes -- Below is a list of themes other organizations have used in their campaigns.

A Fair of the Heart
A Tradition of Caring
An Investment for Life
Be a Champion for United Way
Be a Star in Someone's Life
Catch the Winning Spirit
Dare to Care
Give From the Heart and Make a Difference
Give Life a Lift
Help Brighten Tomorrow
Help Someone Soar Today
It Takes All of Us
Let Your Heart Lead the Way
Lift Someone's Spirits
(The) Magic of Life is Giving
Make A Change for the Better
Make A Wish Come True
Now More Than Ever
Paint a Brighter Tomorrow
Play a Starring Role in Your Community
(The) Power of Love
Reach for the Stars
Rise to the Challenge...Soar With Us
Set the Spirit Free
(The) Sky is the Limit...Working Wonders Together
(The) Stuff that Dreams Are Made Of
Together We Will Find A Way
Something Ventured...Something Gained
United in Caring
United We Stand
United Way...A Recipe for Caring
Up, Up, and Away with United Way
We Care



REMINDERS:

1. Be sure to give employees something to remember the event by. Employees like a small gift (reminder) of the event they participated in and it's also a way to say thank-you to the employees who participated in the event.
2. Be sure employees are informed as much as possible of how close they are to reaching the company campaign goal. Remind employees of the various agencies and people United Way serves by placing stories on bulletin boards or in a newsletter.
3. Be sure to say thank-you to all of those who not only give to United Way, but volunteer and who have participated in events during the week promoting the campaign. Make sure employees know that their participation in the United Way campaign is appreciated. Any suggestion (most are in the Special Events section) can be used, or give employees a certificate of appreciation.



United Way

In Grateful Appreciation to

for helping the people of our community the United Way