

LIVE UNITED



Sometimes just getting together for fun and team building can be a good way to remind people about your campaign and the impact of United Way.

Please contact United Way of Greater Yankton for more ideas or if you have any questions.

Have fun!

(605)665-6766
info@yanktonunitedway.org



CAMPAIGN IDEA BOOK

Have fun and be **creative!**

This booklet is a compilation of great ideas to help you ignite an exciting and effective employee campaign! Included are simple promotions as well as unique and successful events actually implemented by local organizations.

Remember that not everything you do has to make money. Sometimes just getting together for fun and team building can be a good way to remind people about your campaign.

Use this booklet as a starting point to help develop campaign ideas tailored to your company's theme, or to use as a "thank you" for your employees.

Themes & Promotions

Personalize your campaign by establishing a theme that generates related activities. By involving more employees, your company's campaign becomes their campaign.

Themes build enthusiasm, capture attention, and make your company's campaign more meaningful and educational. Involve others in creative brainstorming. Don't be afraid to explore different options, just remember to keep it in good taste.

Included in this section are flyer ideas to get people motivated attend a campaign rally or to remind them to turn in their pledge card.

Be a Lifesaver

Write "Be a Lifesaver, Please Give" on a sticker and wrap it around a roll of Lifesavers. Continue the theme throughout the campaign by providing facts and real-life stories about people who have been helped by the "lifesavers" in the community.

Break for United Way

Distribute a sack breakfast to employees as they walk in the door one morning and announce the beginning of the campaign by saying, "Break for United Way Campaign". Wear hard hats and construction vests as you hand out the sacks.

Chip in for United Way

Place chocolate chip cookies on employees' desks with a note attached announcing the start of the campaign and asking employees to "Chip in for United Way".

Decades of Caring

Choose a 50s, 60s, 70s or 80s theme and have employees dress accordingly. Display pictures of long-time staff members helping with community service projects or participating in United Way campaign activities from the days of old.

Get the Home Run Feeling

This theme can motivate your employees to give generously. Kick off your campaign with ballpark cuisine. Charge 25 cents for soda, 50 cents for a hot dog and free popcorn. A large baseball diamond can serve as a goal chart to monitor progress from first base to the "home run" goal.

Window Dressing

Put together a window display of LIVE UNITED signs, posters, photos, stickers, and other items for a storefront or office display case.

One of the most appealing and cost-effective incentives that you can offer is Vacation time, time off to volunteer, or extend lunch hours!



The United Way office may also have incentives, gift cards, and UW gear to utilize. Please inquire with UW staff!



Recognition!

Saying thank you is very important. These two simple words show appreciation and sets the tone for year-round communication and next year's campaign.

Use your imagination and be innovative. There are many ways to convey your gratitude on behalf of the many who benefit from the United Way of Greater Yankton Community Campaign.

Article - Place an article in your internal publication or website.

Cupcakes - At the end of your employee rally, give out cupcakes or cookies that have "Thank You" on them.

Management sponsored - The management team can say thank you to the employees by sponsoring:

- Breakfast, lunch, or an evening reception, either catered by a local
- restaurant or personally prepared by management.
- Handwritten notes from the campaign
- committee/management.
- Banana splits or root beer floats served by management.

Messages - Put thank you messages, which announce the company's campaign results, in paycheck envelope stuffers, in employee newsletters, on email or voice mail, and on close-circuit tv.

Personal Thank You's - Executive team walks the floor to give a personal thank you to employees. Or ask the management to send personal thank you letters letting the employees know that their contributions were appreciated.

Host an event! - Leadership givers should also be thanked for their personal commitment to United Way and the community; one way to do this is by having the management host an evening reception to recognize their contributions.

United Way Store - Purchase items at www.unitedwaystore.com



Incentives

Incentives are a great way to get people involved in your campaign. They can be incentives to attend meetings, return contribution cards or to give. Incentives can be raffles, giveaways, early bird contribution card returns, or friendly department competitions! Just remember that incentives should be consistent with IRS guidelines. If you have any questions, please contact your Finance Department.

Also, remember that token incentives are more effective than expensive incentives. Some 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 please use your best judgment. A good place to start is with your vendors. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company's vendor to show how much their business is appreciated while it spreads awareness of United Way of Greater Yankton.

The following examples are ways to help stimulate creativity. Many of these could be used as fundraisers, too.

- Concert tickets
- Gas Cards
- Hotel/Resort
- Massage
- Movie or Restaurant
- Oil change
- Company logo items—t-shirts, toys, mugs, etc.
- Exec Parking spot for a year
- Gift baskets
- Executive will do the winner's job for a day
- Lottery tickets
- Lunch or dinner



Paint a Better Future

Use invitations shaped like a paint brush or that look like they have been paint-splattered. Make posters for the break room that resemble the invitations. Have a volunteer painting project for your employees.

On the Road to Community Betterment

Make signs in the colors and shapes of road signs which say: "CAUTION: Community-Building at Work"; "STOP Hunger"; "ONE WAY to a Better Community"; "YIELD: Think of Someone Else First". Take pictures of your employees and put them on colored construction paper. Build a block with photos and place a sign next to it with the theme, "Building a Better Community".

Reality Campaign

Get real with your employees and conduct your campaign with a theme centered on the reality TV shows that have taken over the world! Hold daily activities with a tie to the numerous reality shows that are out there, i.e. Survivor picnic, Wipeout putt-putt contest, Who Wants to be a Millionaire trivia...

We're Cooking Now

Have an employee potluck lunch. Each employee brings a favorite dish. What a great way to thank everyone for their support and to announce your campaign results. A variation of this would be to have a Luau.

Beach Bash

Decorate break room with beach balls, etc. Serve hot dogs and fruit kabobs. Have a casual day and tell everyone to wear their favorite Hawaiian shirt. Award prizes for the best outfits.

I'm Away...But LIVE UNITED

Encourage supporters to include LIVE UNITED in their voice mail, on email signatures, on Facebook, or on IM away messages.

What's Your Sign?

Display LIVE UNITED on electronic signboards, marquee and other high-visibility spots. Or borrow UW banners to display in break rooms!

Chalk It Up

Use chalk to write a large LIVE UNITED in front of an office, in a parking lot or other paved space.

Thank-You-Gram

Send a LIVE UNITED thank-you to any and all who helped to put these ideas into practice, or for anything else.

More Fun Themes!

- United We Fight – United We Win!
- Be a Champion for Your Community
- Catch the Caring Spirit
- Make Your Mark
- Your Gift Works Magic
- United We Stand
- Be the Change
- Building a Better Community
- Be a Star in Someone's Life



Watch for this symbol 🕒

We understand that your time is valuable, so we've created a *Time Intensity Scale*. The more of the above symbol associated with an activity, the more time you'll need to plan and carry-out the idea! 🕒 less time - 🕒🕒🕒🕒🕒 more time

Picture with a Celebrity 🕒🕒🕒

Obtain a life-sized cutout of a celebrity. Sell picture taking opportunities for \$1 each. Try to obtain one cutout that would appeal to women and another that would appeal to men.

International Food Day 🕒🕒🕒🕒🕒

Employees team together to create a lunchtime taste of the world, complete with decorated booths and costumes. Employees purchase tickets redeemable for food at the booths. Have a panel of celebrity judges and award prizes.

Whipped Cream Sponge Throwing 🕒🕒

Instead of a pie-throwing contest, use a sponge with whipped cream on it. Get management to be the target and let employees by chances to cream the boss.

Less Stress for United Way 🕒🕒

Bring in a professional who will donate their services for stress reduction. Have employees pay a minimal fee for a chair massage, aromatherapy and yoga class. Watch the stress melt away from your employees and watch the special event dollars roll in!

Karaoke Party 🕒🕒🕒

This has the potential for being a big fundraiser 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.

Executive Auction 🕒🕒🕒🕒🕒

Have executives at your organization create fun packages, which employees can bid on at a special auction. Packages could include fishing trips, dinners or movie ticket. Executives could also auction their special services.

Ugly Tie or Ugly Earring Contest 🕒🕒

All contestants pay \$5 to wear the best ugly tie or earrings they own. Place voting boxes around the office and charge \$1 per vote. Employees vote as many times as they want for their favorite. Bring a Polaroid and charge for photos taken of employees with their favorite contestant.

Whose Legs are Those? 🕒🕒

Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Encourage employees to pay a small fee to guess whose legs belong to which co-worker.

Golf Tournament 🕒🕒🕒🕒🕒

Invite employees, families and outside vendors to participate in a golf outing that supports United Way! Choose a best ball format to get more casual golfers involved. Have pin prizes for the longest putt, closest to pin, and longest drive. Wrap the day up with a reception including food, drinks, door and pin prizes.

Happy Halloween! 🕒🕒🕒

Plan a Halloween theme and hold a pumpkin carving contest. Find a local business to donate pumpkins for your event. Individuals or groups can enter carved pumpkins Award prizes in various categories. Throw a Halloween costume party to display the pumpkins and announce the dollars raised by employees.

Pancake/Waffle Breakfast 🕒🕒🕒🕒

Sell tickets and have people sign up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Each department can donate an item.

Basket Shooting Contest 🕒🕒

Employee contestants get pledges for the number of baskets they make in a 3 minute period. You can create teams to get the competitive juices flowing even more.

Back to School 🕒🕒🕒

Relive the glory years of school (without all the homework). Hold a spelling bee with managers versus employees or department versus department. Contestants must spell the word correctly or everyone on the team must pay. The winning team receives a prize. Or email United Way pop quizzes to employees with winners receiving a prize. Give away customized lunch boxes. Have employees' kids help in the decoration.



Special Events

Special events are your opportunity to add a little something extra to the campaign. Not only do they raise extra money for United Way of Greater Yankton, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your co-workers about United Way and most importantly, have fun!

When choosing a special event, we know that your campaign budget is a major factor in the process. To help guide you through the ideas we've created three levels, Small Budget, Medium Budget, and Large Budget, and we've also included the Time Intensity Scale, once again.

Also, please keep in mind that prizes/incentives should be consistent with IRS guidelines.



American Idol Contest 🕒🕒🕒

Employees can conduct an Idol contest, based on the hit TV show American Idol. Employees make a donation to vote for the management-singing group of their choice. The duo or group that attracts the most will sing a song of their choice in front of the audience.

Auction 🕒🕒🕒🕒

Send out an email message to your employees announcing an auction and outlining the items available. You may also want to post flyers with the same information so they have a constant reminder. Ask employees to donate items or ask your generous vendors for goods or services. Determine what items will be auctioned off and how long the auction will take place.

Balloon Pop 🕒🕒

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

Casual Day 🕒

Sell Casual Day badges that allow employees to dress casually on certain days. Employees purchase badges for \$8 for a week or \$2 a day. The badges carry an expiration date, depending on the amount donated.

Chair Derby 🕒🕒

Set up a relay course for employees to go through, sitting in chairs or riding tricycles. Use a stopwatch to time the contestants, with the best time winning a prize. Participants pay \$2 to play and observers wager \$1 on their favorite contestants.

Children's Art Contest 🕒🕒

Distribute photographs of one or two top executives for employees to take home for their children (12 and under) to draw. Charge a \$5 fee to the parents submitting entries. Employees vote for the best drawing by paying \$1 per vote. Have an official critique of each work and display the collection in an "official" art gallery. Or, give kids a drawing topic such as "What does hope mean to you?" or "Helping others".

Tug-of-War 🕒🕒

Have hourly vs. salaried staff or interdepartmental competition. Each team pays an entry fee with the winning team winning a prize. Could be an extra casual day or perhaps they could be let off early on a Friday.

Coin War 🕒🕒

Supply each department with an empty bottle from the water cooler. Invite employees to drop in spare change. For a fun twist, designate dollars as sabotage amounts and encourage competing departments to drop greenbacks into each other's bottles. At the end of the campaign, count coins and subtract dollars. The department with the most money wins and all proceeds are donated to United Way.

Crazy Olympics 🕒🕒🕒🕒

Employees compete in crazy athletic events for prizes. Participants donate a \$5 fee to enter. Observers wager bets on their favorite entrants. Examples of events: obstacle course, three-legged race, tricycle races, miniature golf (using beach balls, pool cues, etc.)

Oldest Company T-Shirt Contest 🕒🕒

Dust off those old company t-shirts and model them proudly in this fun

special event. Charge a \$3 entry fee and have a fashion show to display the history of logo changes and company mergers. Award new company gear or clothing gift certificates to the winners.

Paper Airplane Toss 🕒🕒

All contestants pay \$2 for each sheet of the designated airplane paper. Use hula-hoops as your targets. Have people throw airplanes into hula hoops for accuracy tests, have a competition for furthest flight and award prizes for best designed aircraft.

Shave the Boss's Head 🕒🕒🕒

Create a chart to keep track of set company campaign goal. If the goal is reached exceed, boss shaves off his or her hair. Have a photo image or drawing of boss without hair at the top, displaying result of reaching goal, or show progress posters with the slow removal of hair, as the employees get closer to the goal.

Tricycle Races 🕒🕒🕒🕒

Create teams of three or four. Teams are named and publicized in advance, allowing employees to make their pledges or bet on the winning team. Teams ride large tricycles through a predetermined course through the office. Possibilities include: through hallways, lunch/break rooms, around cubicles, chairs, and in and out of offices. Fans are able to watch and cheer from different areas around the office.

Ugly Lamp Month 🕒🕒

Use any elephant (an ugly lamp works great) and offer the opportunity to purchase points to move the item to someone's work space or keep it out of your work area. Calculate and move daily, weekly, etc. Wherever it ends up at the end of the time period, it must stay for one month.

