

CAMPAIGN ACTIVITIES

GET CREATIVE WITH YOUR CAMPAIGN!

Brainstorm with friends and colleagues or ask your Campaign Ambassador or United Way staff contacts for unique ways to engage your company and spread the LIVE UNITED message. Below, you will find a short list of ideas other campaigns have enjoyed. Please take inspiration and ideas as needed:

ICE CREAM SOCIAL

Set up an ice cream bar with a variety of favorite toppings. Make it a fundraiser by charging a dollar a scoop or a food drive by asking people to donate non-perishable foods.

TEAM SPIRIT TAILGATE

Invite employees to wear their favorite team gear on a Friday. Host a “Tailgate Party” during the lunch hour asking employees to bring their favorite dish to share. Host a sports trivia contest.



WHOSE LEGS ARE THOSE?

Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Make it a fundraising event by encouraging employees to pay a small fee to guess which legs belong to which co-workers.

TUNE INTO COMMUNITY

Music is a great way to get everyone moving to the same beat. Hold a karaoke kick-off party, a CD-swap or a musical talent show. Raffle off an MP3 player or CDs.

MARDI GRAS

Everyone loves a party, so why not model your campaign after the biggest party in the world — Mardi Gras. Invite a jazz band to play at your kick-off event. Hold a parade float contest, with departments decorating shoeboxes as floats. Sell bead-o-grams (beads with thoughtful messages attached). Host a Cajun potluck.

NIFTY FIFTIES

Give prizes for most authentic fifties-inspired outfits. Hang posters that tell what “Fifty cents more per week can do for our community.” Have a hula hoop or bubble blowing contest.

BACK TO SCHOOL

Relive the glory years of school (without all the homework). Collect school supplies for a United Way partner agency. Invite a United Way speaker to talk about recent results in the area of early learning and literacy. Hold a spelling bee or e-mail community pop quizzes to employees and award prizes.

BALLOON POP

Before filling a balloon with helium, put a note inside some of the balloons with the name of a prize. In other balloons, put a note with a fact about your company and the campaign, the community or United Way. Invite employees to purchase and pop balloons.

HALF & HALF

Invite employees to donate a dollar to be kept in a plastic container. Hold a drawing where the winner receives half with the rest going to UWGT.

PANCAKE BREAKFAST

Sell tickets and cook breakfast in your company cafeteria. Don't forget bacon, sausage, biscuits, etc. Each department can donate an item. Include a raffle with prizes like lunch with the CEO, coffee and newspaper delivery for a week, a vacation day, or casual dress day.

REALITY CAMPAIGN

Get “real” with your employees and host a campaign with a theme centered on Reality TV such as “Who Wants To Be A Millionaire” trivia contest, a “Survivor” obstacle course, an “Amazing Race” scavenger hunt, or “American Idol” karaoke or lip-synching contest.

HEAD WEST

Create a campaign around the “Lucky 7 Ranch for United Way.” Set goals based on the number 7: seven new leadership donors, 7 percent increase in giving, etc. Keep employees informed of United Way’s work by establishing “Seven Days of United Way Facts” and educating them about United Way.

BABY/PET PICTURE MATCH GAME

Invite employees to try their luck at matching baby or pet pictures to pictures of employees. Make it a fundraiser by inviting employees to donate a small fee to vote and award a fun prize to the participant with the most right answers.

CARNIVAL

Hold a carnival to kick off your United Way campaign. Include an executive dunking booth and carnival games such as the egg/spoon race, ring toss and ducky races.

LIGHTS! CAMERA! ACTION!

Have a Halloween costume contest where employees dress up as their favorite characters from movies or TV shows. Perform a skit that matches your campaign theme. Raffle off movie tickets or video/DVD rental gift certificates.



ARE YOU A GOOD WITCH, OR A BAD WITCH?

Have a different theme for each day, such as “Good Witch, Bad Witch” and “There’s no place like home” where employees bring items from home to donate to an agency. Then, host a costume party and vote on the best Oz character look-a-like. Campaign goals can even be your “Yellow Brick Road” to success!

IRON CHEF

Give your company’s gourmets a chance to show off. Host a cooking competition, and ask participants to bring a crock-pot filled with their favorite recipes, which will be judged by a panel of judges. Or provide ingredients and make it a microwave or “E-Z Bake Oven” cook off.

DA VINCI CODE

Set up a series of scavenger hunts and puzzles that lead to incentives and prizes. Announce the winners at rallies and potlucks where secret codes must be broken to receive dessert.

BOOK, MUSIC AND VIDEO SALE

Have employees donate books, CDs, videos, or DVDs for a company-wide sale, with proceeds earmarked for United Way.

EXECUTIVE CHAIR OR TRICYCLE RACE

Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Let employees “bet” on their favorite contestants.

EMPLOYEE COOKBOOK

Have employees submit their favorite recipes to be published in a company cookbook. A variation of this theme is to create “books” on golf tips, gardening, etc.

UGLY TIE OR UGLY EARRING CONTEST

Have contestants pay to enter the ugliest tie or earring contest. Take pictures of the participants with their tie or earrings and have employees “vote” on the ugliest tie and earrings by contributing a dollar.

BACK TO BASICS—FUNDRAISERS EVENTS

Do what works. We all know hosting a car wash, garage sale or bake sale will raise money. Looking for a trivia game? Then create a United Way of Greater Topeka or LIVE UNITED Quiz. If you want to keep it simple go back to what has worked for you in the past.