

# Fun Campaign Ideas

what matters.™

The following ideas can be used to develop understanding about United Way, increase volunteerism, build excitement and reward your campaign team. They make a great addition to, but do not replace, employee meetings and the ask.

## Themes

United Way's Campaign theme is "What Matters and the campaign materials reflect this message. You may use this theme or create your own. Weave your theme into campaign events and materials using the United Way logo. Tie your theme to your company's logo, advertising slogan or industry.

Examples of themes might include:

- Football
- Halloween
- Circus
- Sports
- Oktoberfest
- Olympics
- Have a contest to select a theme

## Promoting your campaign

Promote your campaign as a short, fun event that happens once a year. Inform employees of campaign dates and provide them with plenty of information using the following resources:

- Group presentations
- Letter from your CEO
- Posters
- Flyers
- E-mail and/or voice mail
- Speakers and Tours program
- Employee testimonials
- Personalized company campaign video
- Food and/or clothing drive for a United Way agency
- United Way quiz
- Company newsletter articles/ads, or a special company campaign newsletter
- Thermometer goal posters from United Way
- Lunchroom table tents
- Payroll inserts
- Screen savers
- Intranet

## Incentives

Utilize incentives to get pledge cards in early or to encourage participation, increased giving or department competitions. Remember, people give when they are educated about the needs and the impact of their gift, but incentives are a fun addition to the campaign. Some suggestions are:

- Angel Day (day off with pay)
- Reserved parking
- Tickets to sporting events
- United Way T-shirts and other merchandise
- Movie/theater passes
- Company T-shirts
- Dinners for two
- Hotel stay giveaways
- Gift certificates
- Airline tickets
- Company merchandise
- Casual dress days

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## Campaign Activities

Activities, when accompanied by education and the ask, make the campaign a fun event – something to look forward to.

Utilize these activities to raise awareness and morale:

- Employee rallies
- On-site agency visit/reverse tour (agency clients to tour your company)
- United Way recognition day to spotlight employees' volunteer involvement with United Way agencies
- Company campaign logo or poster-designing contest
- United Way trivia contest
- Baby picture guessing game
- Employee picnic
- Halloween costume contest or pumpkin carving contest
- Bingo
- Car wash
- Garage sale
- Golf tournament
- Silent/live auctions
- Ice cream social

## Thank you recognition

The thank you is an important part of the campaign. Be sure to thank volunteers and donors for their contributions to the campaign. Consider the following:

- Thank you posters from United Way
- Display campaign results prominently
- Year-round United Way communications
- Awards lunch/celebration
- Party hosted by the CEO
- Awards presentation at board meeting, staff meeting, etc.
- Employee newsletter article with names and photos of campaign volunteers
- Campaign mementos including certificates, coffee mugs, cups, notepads, pins and plaques
- Letter from the CEO and/or union representative