

## CAMPAIGN THEMES, IDEAS, AND TIPS

Lake Area  
United Way



It's been proven: United Way Workplace Campaigns are more successful when they include incentives, fundraisers and lots of donor appreciation. Who doesn't like being pampered, enjoying some goodies, or having fun with co-workers for a good cause? Fun is contagious, and making your campaign fun can make a big difference on the outcome.

As you are planning campaign events, be sure to consider the main goal for each one, and make sure that the event fits with the goal. Some examples of campaign goals are to:

- Raise money
- Build workplace moral
- Educate people about the LAUW campaign and the nonprofit programs it helps to fund
- Encourage volunteering
- Highlight problems facing our community and how LAUW funded nonprofits are helping

Another thing to remember is that all successful workplace campaigns rely on good planning and wide participation. So be sure to publicize any workplace fundraisers and incentives. People won't participate if they don't know what's going on!

Finally, whenever possible, go out of your way to say "THANK YOU!" to anyone and everyone who participates in your campaign. Whether they gave \$1 or \$1,000, we want all donors to know that we appreciate their support, and that they are making a difference for someone in need in our community.

### DISCLAIMER

Obviously what will and won't work for your campaign depends on both your workplace environment, employee culture, and what is allowed and/or possible within your company. Be sure to have your events and incentives approved in your organization as necessary to avoid any legal/scheduling/safety complications.

## THEMES

While not necessary, personalizing your campaign with a theme can really increase the level of fun and creativity. Your theme can be whatever you like, but some successful campaign themes have included the following:

### **Theme: Sports or Olympics**

- Give for the Gold
- Teaming Up for the Community
- All Stars for United Way

### • **Event Ideas**

- Pep rally kickoff with “create a cheer” competition
- Office Olympics
- Chair races

### **Incentives/Appreciation Ideas**

- Medals or blue ribbons to winning team and donors
  - Small trophies filled with candy
  - Tickets to local sporting events
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### **Theme: Summertime**

- Caring is Cool
- Be a Lifesaver . . . Give to the United Way
- Giving is HOT

### **Event Ideas**

- Employee Cookout or BBQ
- Casual Day for United Way

### **Incentives/Appreciation Ideas**

- Free vacation days
  - Reusable water bottles
  - Tickets or passes to pools and summer attractions
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### **Theme: Back to School**

- Give - It's Elementary
- The ABCs of Caring
- Community Rock (borrowing from Schoolhouse Rock)

### **Event Ideas**

- United Way Pop Quiz
- Sack Lunch Swap
- Playground games tournament
- Spelling Bee

### **Incentives/Appreciation Ideas**

- Long recess (longer break or time off)
  - Good job or star stickers on “grade card” notes of appreciation
  - Apples and treats
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### **Theme: Movies or Hollywood**

- Lights! Camera! Action!
- Reach for the Stars
- Be a Star: Give to United Way!

### **Event Ideas**

- Used DVD Swap Mee
- Star Struck Trivia competition
- Oscar Watch-Style Party

### **Incentives/Appreciation Ideas**

- “Red Carpet” reserved parking for a month (right up front)
  - Hall of Fame (place donors’ names on star in the hallway)
  - Gift certificates to local movie theatres
  - Rent a popcorn machine
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### **Additional Theme Ideas**

- Decades (50s, 60s, 70s, 80s)
- Christmas in September
- Beach Party
- Carnival
- Video Games
- Mardi Gras
- Minecraft
- Mystery
- Scavenger Hunt
- Hawaiian/Luau
- Vegas
- Specific TV shows themes (Game of Thrones, House of Cards, Grey’s Anatomy, Dr. Who, etc.)
- Specific Movie Themes (Avengers, Batman, Mission Impossible, etc.)

## INCENTIVES

Most people will give simply out of the goodness of their hearts, but sometimes a little something “extra” will encourage people to give a little more (or for the first time, even). Incentives can be large or small, and can range from goodies or prizes for everyone who participates, a drawing for one lucky winner, and/or special goodies for first-time donors or those who give at or above a certain amount. It’s up to you and your organization!

Below is a list of common incentives for donors, but you can use anything that works for your organization. If you decide to have campaign incentives, be sure to have everything approved by your organization before you start promoting them.

### **Time Off**

Many ECCs say this easily grows campaign participation. This incentive may come in the form of an extra full or half-day off for employees who donate at a certain level, or maybe all employees who participate will be entered into a drawing for some extra paid leave.

### **Casual Day for United Way**

This is probably the second most popular incentive/fundraiser in workplaces with a professional dress-code. Consider giving “passes” to wear jeans, t-shirts, or flip-flops on scheduled days for employees who participate. Is your CEO concerned about the team in accounting sporting sweatpants and cutoffs? Feel free to set a “Casual Day” dress code to keep everyone on the same page.

Note: Contact Lake Area United Way if you would like some free “Casual Day for United Way” stickers for people to wear as they sport their casual duds.

### **Complementary Snacks or Meals**

Nothing draws people to a morning event or presentation like good-old coffee and donuts! Or, if your employees aren’t morning people, how about a “snack bar” with some popular candies, chips, and beverages (HR approved, of course).

### **Primo Parking**

Who doesn’t like scoring up-front parking, or nabbing that sweet parking spot that keeps your car in the shade in the summer? If practical, consider “reserving” a few of those spaces for a week or month for employees who give at a certain amount, or use them in a drawing for people who participate in the campaign. This can also easily be turned into a year-round fundraiser for your organization!

### **United Way or Corporate Swag**

We’re talking t-shirts, water bottles, phone chargers, and all other types of “branded” giveaways for employees who participate. These can be designed with the United Way logo, your organization’s logo, or even your campaign slogan.

Note: Want to get your hands on some Lake Area United Way shirts? Contact us at 918.682.1364 and we’ll help you out!

## **Prize Drawings**

Employees who participate or those who donate at or above a certain level will be entered into a prize drawing. Suggested prizes include sports tickets, gift cards, gasoline cards, days off, techno gadgets and accessories, and primo parking spaces. When in doubt, ask employees what they would really like to win and use that!

## **FUNDRAISERS**

Have you ever thought that fundraising takes too much time or that you don't have the resources to effectively organize a fundraising event? Think again! Fundraiser events are only as complicated as you make them, so do what works for you and your organization. A few fundraiser ideas are listed below, and of course there are thousands more ideas available online (Hello Pinterest!)

### **Give an Inch Contest**

Executives participate in an all-day competition to see who can raise the most money. Each participant wears a tie marked with "donation" lines. Each time an employee makes a donation to that person they get to cut off a piece of the tie at a line (starting at the bottom, of course). The winner at the end of the day is whoever has raised the most money. Additional prizes can be given to the shortest tie, the ugliest tie, etc.

### **Baby Picture Match**

Invite employees to try their luck matching baby pictures of management and/or each other. Set up a board with numbered baby photos on one side and current management/employee photos with names on the other side. Charge a set amount for ballots, and whoever gets the most correct answers wins a prize. Be sure to have a back-up plan in case there is a tie.

### **Tailgate Party**

Dust off the grill! Determine costs of set-up. Set a sale price for the BBQ. Pre-sell tickets to the event and donate all proceeds to United Way. Make sure you have plenty of meat and fixings, buns, drinks, paper products and of course a grill! You may also want to set up a volleyball net, footballs to toss around, and some music to set the mood.

### **Chili Cook-Off**

Employees cook their favorite chili recipe and enter it into a cook-off contest. Charge employees a fee to try the chili. A panel of chili experts can select the Official Chili Champion – be sure to offer a prize to the winner

### **Office Olympics**

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 donations on their favorite contestants.

### **Talent Show/Lip Sync/Karaoke Contest**

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. At the event, have a big box of funny hats, feather 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.

### **Ice Cream Social**

Provide several flavors of ice cream and all the toppings needed to make a decadent sundae! Offer hot fudge, caramel, strawberry sauce, chopped nuts and whipped cream – don’t forget the cherries! Charge employees a fee for their decadent creation, with all donations going to United Way.

## **APPRECIATION**

How you say thanks isn’t as important as the act of saying it. And it doesn’t matter if someone gave a little or a lot, we are so grateful of their support and want them to be thanked! Just be sure to have fun and acknowledge your co-workers’ hard work and generosity. Some thank you suggests are below, but be as creative as you like!

- Send out “Thank You” emails, notes, cards, or letters.
- Post “Thank You” flyers in high traffic areas.
- Throw a pizza party
- Bring in donuts
- Have a special lunch for your Leadership Givers and campaign team.
- Give out United Way pins or stickers.
- Put a piece of candy on each person’s desk.
- Most importantly, REMEMBER TO REPORT FINAL RESULTS TO EMPLOYEES!

## **THANK YOU!**

As an Employee Campaign Coordinator, we could not run this campaign without your hard work and dedication. Thank you! We are also here to help out any way we can, so please don’t hesitate to contact us.

### **LAUW CAMPAIGN CONTACTS**

**United Way Office – 918.682.1364**

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