



UNITED WAY WORKPLACE CAMPAIGN

Five Steps to a Fun Workplace Campaign

Making your campaign fun is the best way to get people engaged and excited to give to United Way. Here are some ideas to get you started.

Step 1: Develop a theme

Weave your theme into campaign events and materials using the United Way logo (found on the United Way Campaign Resources page). Examples:

- Sports — “All stars for United Way”
- Hollywood — “You’re a Star when you Give”
- Travel — “Give Around the World”
- Superhero — “Be a United Way Superhero”
- Back to School — “The ABCs of Caring”
- Music — “Be a Rock Star”

Step 2: Promote your Campaign

Promote your campaign as a fun, meaningful event that happens every year. Take advantage of existing resources or create something new. Examples:

- Group presentations
- Company newsletter articles, ads or a special campaign newsletter
- Letters, emails and voice mail messages from your CEO
- Thermometer goal posters
- Posters, fliers and table tents in public spaces
- Payroll inserts
- Speakers and Tours program
- Screen savers
- Employee testimonials
- Intranet articles
- Personalized company campaign videos
- United Way trivia quiz
- Food and/or clothing drive for a United Way agency

Step 3: Create Incentives

Utilize incentives to get pledge cards in early or to encourage participation, increased giving or department competitions. Remember, people give when they understand the need and impact of their gift, but incentives are a good way to build excitement. Examples:

- Extra vacation day
- Movie/theater tickets
- Reserved parking
- Casual/jeans day
- Tickets to sporting events
- Pizza party or lunch with CEO
- United Way or company t-shirts or other merchandise
- Discount cards from local vendors

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Step 4: Hold an Event or Contest

Special events and contests raise awareness of your campaign, raise money on top of pledges, and, most importantly, contribute to a strong company culture. Be creative! Make sure your events are strategically scheduled throughout the campaign to build momentum and involve the team in planning and implementation. Most importantly, make it easy for employees at all levels to participate. Letting employees form and compete as teams also adds an element of fun. Don't forget to take pictures for use in communications and future campaigns! Here are some ideas:

- Hold competitions and charge a fee to participate, offering prizes for winning teams:
 - Scavenger hunts
 - Trivia contests
 - Baby picture guessing contest
 - Halloween costume contest or pumpkin carving contest
 - “Fear Factor” style game
 - Cooking competitions
 - Employee picnics or ice cream socials with competitions such as tricycle races, tug of war or paper airplane flying contests
- Day of volunteering — find the perfect team volunteering opportunity at United Way's Volunteer HQ unitedwaymassbay.org/VolunteerHQ
- Sell food, services or branded items:
 - Car wash — team members pay executives to wash their car
 - Bake sales
 - Silent or live auctions
 - Cup sale — order branded United Way cups, which can be sold internally. During the campaign, purchasers can get free drinks in the cafeteria
- Other fun ideas:
 - Jail & Bail — issue a warrant for the “arrest” of an employee or executive. Teams raise money to get their colleague out of jail.
 - Random pledge card prize drawing — draw a pledge card each day and offer branded items as prizes
 - Offer prizes for departments with the most pledge cards returned or highest percent participation

Step 5: Say Thank You!

Be sure to thank volunteers and donors for their contribution to the campaign. Don't forget to communicate your fundraising results! Ideas:

- Thank you posters from United Way
- Party hosted by the CEO
- Awards presentation at board meeting, all-staff meeting, etc.
- Employee newsletter article including names and photos of campaign volunteers
- Campaign mementos including certificates, coffee mugs, notepads, pins and plaques
- Letter from the CEO
- Awards lunch/celebration
- Public recognition of long-time donors

Would you like to brainstorm about ideas to improve your campaign?

Contact Joe Sousa at jsousa@unitedwaymassbay.org.

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