

## “Put the ‘AMP’ in Campaign”

### *Workplace Campaign Themes, Incentives and Activities*

Themes, activities, games and incentives are your opportunity to add a little something extra to your United Way workplace campaign. Not only can they raise additional money, they can be instrumental in team development, creating excitement and educating colleagues about United Way.

Let your colleague’s imaginations run wild, or use some of the following ideas to make your campaign memorable, exciting and successful. Through these ideas you can build moral and enthusiasm, bring employees from different departments together, energize individuals and encourage first time givers and increase donations.

#### **THEMES**

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization. Here are just a few ideas:

##### **BE A SUPERHERO**

This theme is a fun way to make individual employees feel special by recognizing them as “superheroes.” When you give your time or donate to United Way, you’re truly making a “super” difference in our community!

- Have senior management dress up in superhero costumes for your rally.
- Participate in volunteer projects that will make employees feel like superheroes.
- Display superhero-related decorations.
- Give action figures as a thank you or incentive.



##### **REALITY TV**

Your adventurous employees will get a kick out of this theme. Friendly competition and team-building will engage your employees in a fun, innovative way.

- Have a Survivor-themed rally, complete with tiki torches.
- Host Minute-To-Win-It games.
- Hold adventurous contests like a hot wing eating contest or a blindfolded obstacle course.

### **VEGAS**

Use the popular slogan, “What happens in Vegas stays in Vegas” to put a fun twist on United Way’s message of “What’s raised here stays here.”

- Have a decorating contest among departments – whoever does the best Vegas theme wins!
- Play e-bingo during the campaign.
- Set up a mock roulette wheel at your rally, and let employees try their luck.

### **BE A LIFESAVER**

Help your employees connect to their community as they see the real-life difference their donations make.

- Email stories of real people who have been helped by “lifesavers” in the community.
- Bring in a CPR trainer to teach employees how to save a life in an emergency.
- Participate in a volunteer or collection drive project at a United Way funded agency that meets basic needs, such as a food pantry or homeless shelter.

### **WE LOVE THE ‘80S**

Party time! Celebrate your employees’ memories of the ‘80s while having a fun campaign sprinkled with lots of laughter.

- Hold an ‘80s movie marathon as an incentive.
- Bring a karaoke machine to your rally.
- Have a “worst ‘80s outfit” contest.

### **UNDER CONSTRUCTION**

We all need to work together to build a better community.

- Have hard hats available at your rally.
- Hold a building contest.
- Have a construction themed relay race.



## **INCENTIVES**

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Plus, using incentives in your campaign raises the per capita gift by an average of 240%.

### HOW TO STRUCTURE AN INCENTIVE PROGRAM

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, and then decide how to set your incentives.

- By individual participation: Anyone who participates is eligible.
- By timeframe: Anyone who contributes by X day is eligible for a prize/drawing (early bird)
- By increase: Anyone who increases their gift over the previous year by \_\_\_ % is eligible for a prize.
- By gift level: Anyone who gives XX dollars or more is entered into a special drawing.
- By company goal: If the company achieves XX% participation, all employees can wear jeans on Friday or some other incentive.
- Encourage attendance at meetings – anyone that comes to hear about the work of United Way will be entered into a raffle.

Incentives are flexible to any organization and any budget. Solicit your vendors for give-a-ways; call local companies for gift cards donations, etc. – incentives do not have to cost.

Some incentives to consider:

- United Way LIVE UNITED t-shirts
- Gift cards to local restaurant and retail stores - gas cards, hotel gift certificates, restaurant gift certificates, airline tickets, theatre tickets, movie or concert tickets, sporting events, retail, spa certificate, golf certificate, gift, Paw Sox, etc.
- Company coupons:
  - Use of company suite at an event
  - Prime parking space (very popular - especially during the winter months!)
  - Time off pass (Extended lunch, Sleep in Late, “Flee at 3”, Call in “Well”)
  - Vacation day on Birthday
  - Home baked cookies from committee
  - Casual Friday as a reward for meeting participation and giving goals
  - Lunch or golf with the boss (out of office and the boss pays)
  - A department pizza party or for those meeting/exceeding participation or \$ goals
  - Free lunch in company cafeteria once a month for a year
  - Company promo items such as shirts, caps, coats, coffee cups, pens, etc.
  - Open Soda machine in break room for a few hours if company reaches goal
  - Use company credit card points to buy electronic or other great items

## ACTIVITIES/SPECIAL EVENTS

Including fun activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign.

- **American Idol or karaoke contest** during lunch (audience pays to vote for best act & give winner prize)
- **Baby Photo contest** – employee bring in pics, pay to guess the baby – most amount correct wins!
- **Bake Sale** (maybe contest for best pie, cookies, etc.?)
- **Balloon Pop Surprise:** Put a prize note in each balloon (such as gift cards, candy, or tickets) and employees can pay a suggested price to pop balloons for the gift inside.
- **Brown Bag Lunch** - Encourage employees to bring their lunch. The money saved from not going out to lunch is donated to United Way. Add an interesting twist and have everyone switch lunches on one day.
- **Casual for a cause (aka Jeans Day):** Sell Casual Day badges for employees to dress casually on certain days.
- **CEO Embarrassment** – Whether it is a pie in the face, pie eating contest, dunk tank, or any number of other activities, embarrassing the senior leadership is always a popular activity.
- **Chili cook-off:** Everyone bring a pot, enjoy and vote.
- **Corporate Challenge** – take on another company in a campaign goal challenge. Compete with other companies in your building or in your industry.
- **Cubicle Decorating** – could be based on your theme or something of your choice
- **Departmental Competition** - The department with the best participation is rewarded with a pizza party or another reward.
- **Food Drive or Professional Clothing Drive** for a United Way Grantee Agency
- **Gaming Contest** (Nintendo, Xbox, PlayStation, or Wii)
- **Kickball or whiffle ball tournament:** Hold “recess” for employees and go head to head with a game of kickball, whiffle ball or whatever you fancy.
- **Mini Golf (indoor)** - To make the event a contest, have each department design a creative mini golf hole. Employees play the course as often as they like for a small fee. Prizes are awarded to the department with the most creative hole and to the best mini golfers.
- **Penny Jar War** - Each department has a jar and each penny equals a point. Anything else equals its value in negative points. For example, a dime is minus 10 points. The department with the most positive points at the end of a week wins a prize.
- **Point System Competition** – During the campaign develop a point system to encourage participation and a friendly-competition between departments. For example:
  - 6-points for giving during the campaign; 4-points for increasing gift from last year;
  - 3-points for donating to the food drive; 2-point for volunteering during the campaign; 1-point for attending a campaign event (i.e.: kick-off, meeting, etc.)



- **Pumpkin Decorating Contest** - Employees form teams and create their own unique design using pumpkins. The pumpkins are displayed in the company cafeteria and employees vote for their favorite pumpkin by placing money in that team's container. The winning team is awarded a prize pack containing gift certificates and other goodies.
- **Put yourself in "my" shoes:** Have various activities that involve shoes. Encourage employees to wear red shoes for a week, have a luncheon with FOOT long hot dogs, SOLE music, Shoestring potatoes, Corn chips, ARCHway cookies and have a guest speaker relate their experiences with United Way, who personally asks people to "Put yourself in my shoes." Employees can participate in these activities at a suggested cost.
- **Theme basket raffle/auction:** Each department assembles a theme basket (golf, chocolate, spa, BBQ, etc.) which are raffled or auctioned off.
- **Trick or Treat party:** Treat kids from an agency to a tour of the office, a costume parade and treat bags.
- **Tricycle (or office chair) races:** Use the excuse to act like a kid as you race against your coworkers.
- **Stuffed Animal Insurance** – Company purchases 20 inexpensive stuffed animals. Employees can purchase Insurance from HR for \$5 to insure that no stuffed animals can enter their office or cubicle. Employees pay \$5 to send a stuffed animal to an office or cubicle that does not have an Insurance sign provided by HR. If you receive a stuffed animals in your office, you can pay \$2 to send it away.
- **Ugly Tie/Earring Contest** - Pay a fee to enter the best awful earrings or ugly ties they own (or can make or borrow). Place voting boxes around the office and charge a fee per vote. Employees vote as many times as they want for their favorite. Have a parade of all contestants offering a last chance to vote at the end of the day.
- **"Well Wishers" for United Way** - A wishing well could be constructed in your company's lobby where people could drop their spare change. The change from the wishing well would be tallied and go towards the United Way campaign, proving that a little change can make a lot of sense. A variation on this theme could be to collect household items and canned goods for donation to a local food pantry.
- **Whose Legs are Those?:** Line up co-workers for mug shots of their legs in Bermuda shorts, workout shorts, or funny printed shorts, legs only. Encourage employees to pay a small fee to guess whose legs belong to which co-workers. Award prizes to winners who guess all legs correctly.



*For even more ideas from other United Ways, search the internet for 'United Way Campaign Ideas'.*