Your guide to a GREAT campaign

United Way of the Piedmont

www.uwpiedmont.org
About United Way  Resources to assist you in talking about United Way and responding to FAQs.

Campaign Planning and Analysis Tools  Resources and information for the planning stages of your campaign and determining appropriate goals to set.

Employee Campaign Meeting Tools  Instructions on conducting campaign meetings and access to an informative presentation available for educating employees on UWP’s work in the community.

Promotional Materials  such as table tents, success stories and an on-line version of the brochure can be used to spread the United Way message and to educate your associates about community issues.

Ideas, Themes and Incentives  Recommendations and creative ideas for campaign success based on best practices and past success.

Sample Letters  Customizable letters to be from your CEO demonstrating campaign support, committee recruitment and follow up thank yous.

Pledge Cards and Reporting Tools  Pledge forms for employees, leadership donors. Spanish versions available as well. Envelopes for collecting and reporting your campaign.

Logos  Access United Way and Live United logos in varying formats and the usage guidelines for promoting your campaign.

Campaign Video  Show our new promotional video to kick off your campaign or during it and bring the focus back to importance of supporting and investing in our community.

Looking for more ideas?  Talk to your United Way representative!

Keep employees engaged and involved during the year with volunteer projects. Visit our Get Connected site: www.Connect2myCommunity.org
What is a United Way Campaign?

Campaigns are held at small businesses and large corporations in a variety of industries. They are the backbone of United Way’s fundraising activities.

During the United Way campaign, CEOs and Employee Campaign Coordinators (ECCs) encourage employees to support the transformation of our community through financially giving to United Way. They motivate employees by educating them on the issues, needs and resources in the community.

By holding a United Way campaign, your company leads the way in making Spartanburg, Cherokee and Union Counties stronger, more stable communities and better places to live for all.

A United Way campaign benefits your company by:

- Providing employees an easy, convenient way to give, especially through utilizing payroll deduction.
- Increasing internal communication, creating unified purpose and demonstrating commitment to social responsibility.
- Enhancing relationships with key community leaders and officials
- Enhancing reputation in the community

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

What is my role as Employee Campaign Coordinator?

Being an ECC is a great opportunity to develop leadership and organizational skills, get important face-to-face time with employees and be personally involved with strengthening our community. It is your chance to shine!

Encourage your coworkers to participate in creating a stronger community by planning, coordinating and implementing an effective United Way workplace campaign!

The Campaign Coordinator ensures the workplace achieves a pre-established goal through:

- **Education**—share our community’s needs with every employee and highlight the many ways United Way of the Piedmont helps make our community better.
- **Solicitation**—give every employee the opportunity to make a campaign contribution.
- **Appreciation**—thank every employee who participates in the workplace campaign.

Various campaign awards are distributed each year at UWP’s Annual Meeting.

*Russell Booker, UWP Board Chair, hands out awards at the 2014 Annual Meeting.*

*UWP Awards listed on page 14*
10 Steps to a Successful Campaign

Step 1 Secure top-level management support

Support from the top management will make your job easier and your campaign more successful. Find out what resources are available and strive for the following commitments:

- Management allows time for you to coordinate the campaign
- CEO writes a letter endorsing the campaign
- Management speaks at employee meetings and events
- Time and budget is allocated for campaign-related activities and incentives

Step 2 Setting and Achieving Goals

A campaign goal gives your coworkers something to strive for. It also allows you the ability to monitor and report results throughout the campaign.

To understand your campaigns maximum potential check out the “What If” worksheet and “Company Assessment for Goal Setting” online to find areas where improvement is possible at your workplace campaign.

Consider setting goals for:

- Total dollars to raise **Best Practice: Target $100 per capita**
- Percent of employee participation**
- Average gift
- Giving by department
- Leadership giving
- Consider a “Stretch Goal” for your campaign
- Set a goal of 100% pledge form collection

**Circle of Excellence**

To receive this prestigious award, start with these goals:

- Gifts directed to the Community Impact Fund, to United Way’s Priority Areas, and gifts to other United Ways must total at least 70% of total employee giving
- Per capita gift is at least $100
- At least 70% of total number of employees participate in the campaign

*See pg.15 for more Circle of Excellence*

**Giving is a personal decision. The United Way discourages strong coercion tactics that result in 100% participation.**
Step 3  Recruit a Winning Campaign Team

Having others assist you with the campaign will make it fun and easy for everyone involved.

Tips for building your Campaign Committee

- Ask for volunteers.
- Seek dedicated, organized employees with various skill sets.
- Include representation from key departments in all areas and levels of your organization.
- Seek employees who have high energy and are well respected in your organization.
- Recruit a member of management to ask for leadership level gifts.
- Include your United Way representative on your team.
- Provide developmental opportunities for your team by attending United Way training sessions. Your United Way representative can customize training sessions for your team at your location or at a partner agency.

Recruit a team of United Way Champions who can speak with associates one on one in everyday situations — during breaks, at lunch, on the line. These are your “frontline” folks.

- Strive for one champion for every ten employees or as low a ratio as possible.
- Train your champions through a brief training session led by a United Way Representative.
- Equip champions with valuable resources that will enable volunteers to confidently answer questions and help employees get excited about giving.
- Show your Champions first hand how they make a difference through agency tours

Your Campaign Team

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<thead>
<tr>
<th>You</th>
<th>Rep. from Human Resources</th>
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<tr>
<td>Next Year’s Campaign Coordinator</td>
<td>Rep. from Accounting</td>
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<td>Rep. from PR/ Communications</td>
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<td>Other Departments</td>
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<td>Rep. from Production</td>
<td>Rep from United Way</td>
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Step 4: Develop a Plan for Success

A well-planned campaign sets the stage for success. Campaign timelines, scheduled events, and thoughtful incentives help the campaign team and your associates work toward your goal.

- Develop a timeline. See page 10 for an outline.
- Look at previous participation levels in the campaign to find gaps and opportunities. Have you included all locations, shifts, part-time employees, retirees and divisions?
- Identify previous donors who did not participate the year before. Think through ways to communicate with them and regain their support.
- Review what works in your organization. Consider your culture and coworkers’ interests and create a plan that educates, energizes and gets results through:
  - Large group events: Generate excitement and educate your audience with meetings and celebrations. Plan the types of campaign meetings you will have and what schedule will work best for your organization. Think about having a fun campaign kick-off event and a wrap-up celebration to thank your donors.
  - Leadership Meeting: Plan your Leadership Meeting as one of your first campaign activities. Visible support from this group will set the tone for the rest of your campaign.
  - Small Departmental Meetings: Have departmental meetings to reach everyone and to present a message geared toward each audience. For campaign meetings, try to have no more than thirty in attendance.
  - Tours: Your United Way representative can schedule tours with partner agencies before or during your campaign that will give your associates the opportunity to see their donations in action.
  - Incentives: Use incentives as an effective tool to increase participation and to increase overall contributions.
  - Themes: Add fun and interest to your campaign by creating activities and promotions around a theme.

See page 17 fun and effective campaign themes, events & incentives!

Proven Best Practices

- Keep your campaign short. Two—three weeks is a good amount of time to educate, ask and keep the sense of excitement and energy going.
- Distribute pledge cards at campaign meetings and have people turn them in before leaving.
- Personalize pledge cards.
- Ask for 100% response regardless of giving so that you know that everyone has been given the opportunity to participate.
- Make it fun!
- Give employees the opportunity to see their contributions at work (speakers & tours).
- Offer incentives for giving at various levels.
- Offer incentives for first-time donors.
- Offer incentives for those who “step-up” their contributions.
**Step 5** Promote and Publicize

Educating your employees about the value and the work of United Way is the best way to gain their support. Your United Way representative is an excellent source for any materials and assistance you may need.

- Place United Way posters and table tents in key meeting areas and break rooms.
- Create signs and banners tailored to your company’s campaign.
- Include campaign information in your company newsletter, website, daily e-mails or voicemail communications.
- Use special events and fun activities to add an additional spark to your campaign.
- Include employee testimonials in print or audio-visual presentation.
- Send letters and/or emails to all employees announcing the start of the campaign.
- Use United Way specific daily emails to inform co-workers of the work United Way is doing in the community.
- Take tours of United Way partner agencies before the campaign begins.
- Include [www.uwpiedmont.org](http://www.uwpiedmont.org) as a link on your intranet.

**Step 6** Conduct Leadership

Leadership Giving is your company’s greatest opportunity for campaign growth. By giving a gift of $20 a week, Leadership Donors are doing much to address the greatest needs in our community.

Steps for Success

- Identify potential leadership donors (those with annual salary of $50,000 +)
- Hold a meeting at a United Way partner agency so that leadership donors and potential leadership donors see how contributions make a difference.
- Identify past leadership donors and recruit them as ambassadors for your leadership giving campaign.
- Ask a current Leadership Donor to speak at your meeting about the importance of giving at the leadership level.
- Develop a plan for one-on-one meetings with all potential leadership donors.
- Obtain Leadership Giving Society pledge card packets from your United Way representative.

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<td>Colonel Washington’s Calvary</td>
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Step 7 Make the Ask

The number one reason people do not give is because they are not asked. It is important to ask everyone and allow everyone to make an educated, personal decision about giving to the United Way.

Ask through employee meetings

- **The best way** to communicate the community’s needs and make the ask is by inviting a United Way staff member and agency representative to speak with your employees during a special campaign meetings or a series of campaign meetings. If campaign meetings are not possible, existing staff meetings may be used to share the United Way message.
- Ask your CEO to attend and publicly endorse the campaign.
- Ask people to give through payroll deduction
- Keep the meeting lively, brief and informative.
- Encourage questions.
- Thank employees for their participation.

Ask one-on-one

- Some companies individually ask their employees to consider giving.
- Be sensitive to each person’s personal interests and questions regarding United Way.
- United Way has tools available to assist you as you develop your talking points.
- Speak individually with associates who are unable to attend group meetings.

See page 12 for tips on asking co-workers to financially support United Way.

Step 8 Report the Results

Employee follow-up and timely reporting of results is important.

- Follow up with all employees. Ask that all pledge cards are returned, whether or not an individual contributes, so you will know everyone has made a conscious decision and has had an opportunity to give. Campaign Team members can help.
- If possible, deposit all cash received from donations and special events and have a check written to United Way of the Piedmont for that amount.
- Complete the campaign report envelope and enclose completed pledge cards or a donor spreadsheet, donor choice cards, cash, and checks. Return the sealed envelope to your United Way representative. Names and donor amounts insure that all donors are thanked and recognized appropriately.

**TIP:**
When you provide United Way of the Piedmont with the names, home addresses and email addresses for donors, WE can do part of the work for you by thanking donors and keeping them informed throughout the year.
Step 9  Say “Thank You”

Wrap up a great campaign by thanking all those who helped accomplish your United Way goal.

Some ideas to recognize and thank your committee, champions, and donors:
- Ask your CEO to send a thank-you letter to all employees.
- Show appreciation with personalized gifts—a car wash, homemade desserts, flowers, golf lessons, etc.
- Sponsor agency tours to show employees how their investments make a difference.
- Display the organization’s United Way Campaign Awards in your lobby year-round.
- Publish a special thank you note in your organization’s newsletter.
- Host a celebration! Have a pizza party, cook-out, ice cream social—something fun that shows your appreciation.
- Give out special awards or prizes to departments that gave generously.
- Organize a “phone-a-thon” where your CEO and/or your campaign team call to thank each leadership donor.

Step 10  Plan for Next Year’s Campaign

Getting an early start to next year’s campaign creates the foundation for even more successful campaigns for years to come.

- Hold a debrief meeting with the Campaign Committee, CEO, and United Way staff.
- Implement a new-hires program to give new employees the opportunity to contribute when they join the company.
- Implement a year-round communications program that shares the impact of United Way’s work in the community with your employees.

Opportunities to keep donors engaged all year long:

- Community Impact Councils
- Lunch and Learn Sessions
- Young Leaders Society
- Volunteer Income Tax Assistance Program
- Quarterly Projects
- Gifts in Kind Center volunteer opportunities

Speak with your United Way representative for information about these and other opportunities for keeping your folks engaged all year.
**Campaign Check List**

**PRIOR TO CAMPAIGN**
- Meet with your United Way representative
- Attend Employee Campaign Coordinator training
- Secure CEO/Senior Management endorsement
- Review campaign history and set dollar, participation and awareness goals.
- Confirm campaign budget.
- Recruit a campaign team comprised of representatives from all department and retiree groups.
- Conduct a team training in partnership with your United Way representative
- Recruit a Leadership Giving Chairperson.
- Determine campaign theme, incentives and promotion plan.
- Establish a timeline for kick-off and activities.
- Finalize campaign communication strategy and order campaign materials
- Schedule tours to United Way partner agencies
- Other: _________________________________

**DURING CAMPAIGN**
- Kick off the campaign with a fun activity.
- Conduct Leadership Giving campaign with CEO involvement
- Schedule employee meetings (with CEO if possible) and United Way speakers.
- Follow up with employees unable to attend.
- Issue progress report to your United Way staff person and your employees.
- Recognize Loyal Contributors, those who have given to United Way for 10 years or more.
- Other: _________________________________

**AFTER CAMPAIGN**
- Collect all forms, tabulate results and submit campaign report envelope to United Way campaign staff.
- Thank your committee, Champions and employees who participated.
- Draft a letter to be sent from the CEO to thank employees for their contribution.
- Evaluate your company’s campaign strengths and weaknesses and make recommendations for next year’s Employee Campaign Coordinator.
- Pat yourself on the back for a **JOB WELL DONE!**
Top 3 Steps to Success

What difference will it make to your campaign results if you use the following three Steps to Success?

Comparative data on employee per capita results from the top 75 United Way of the Piedmont campaigns:

Steps Used vs. Not Used

- **Visible CEO Support and Involvement**
  - Not Used: $115.59
  - Used: $252.72

- **Set Campaign Goal**
  - Not Used: $195.77
  - Used: $233.23

- **Hold meetings for ALL employees**
  - Not Used: $111.13
  - Used: $132.90

The three practices of CEO Involvement, reaching for a campaign goal and holding meetings that touch all employees, make the greatest difference in the United Way workplace campaign.
Make your pledge first
When your co-workers ask if you support United Way, what will you say? If they know that you believe in and support the work of United Way, they'll be more likely to make a pledge too.

Know the facts
Read the background materials carefully. The more you know about United Way, the easier your job will be. Prepare a solicitation case. Check out United Way’s web site at www.uwpiedmont.org for facts and stories that make a compelling case for giving.

Make personal contact
People give to people. Set up a face-to-face meeting to ask for a pledge. It's best not to just leave pledge forms on desks.

Be positive
Explain the benefits of giving to United Way. Stress the importance of each person's contribution to our community. Emphasize that funds are invested in programs that improve the community for all of us.

Ask co-workers you know first
Approaching people you know will help you be more relaxed and comfortable as you refine your presentation skills. The positive responses you receive will boost your confidence.

Be prepared for questions and concerns
People deserve to know that their money is being invested wisely. If you don’t know the answer to a question, contact your United Way staff and get back to your colleague as soon as possible.

For the HR Department
Your United Way representative has the tools to get your workforce engaged in United Way from the beginning of their time with your company through to their retirement!

• New hire packet - Keep your campaign going year-round. This includes a pledge form and special message to involve and inform new employees. Designed to be inserted into company new-hire packets, the packet explains United Way and encourages a gift through payroll deduction.

• Exit card - Employees who have felt good about their giving over the years don’t have to lose touch when they leave or retire. Give them the choice with this exit card.

Sometimes, the ask is not about receiving help but about giving it:
The best way to find assistance for employees in need is through the Get Connected system. Visit www.connect2mycommunity.org to research area agencies and resources. The Information and Referral team at United Way of the Piedmont are always willing to help as well. Call 864-582-7556.

It takes an entire community to make a difference. When we join together in giving, advocating and volunteering, we build a better community for us all.
Corporate Volunteer Projects

Keep your co-workers engaged all year long by offering volunteer opportunities. Your volunteers will gain the satisfaction of making an immediate impact. Your company will benefit from the increased morale and teamwork that comes from volunteering. Most important is the impact that volunteering has on individuals and families in need and the agencies who serve them.

United Way can help find volunteer opportunities that will fit your company values and workforce all year long. You may also wish to participate in United Way’s scheduled volunteer activities. This is a great and direct way to Live United!

For more information, call Molly Moyer at 864-582-7556.

Days of Caring

Four “Days of Caring” throughout the year bring local corporations and groups together with nonprofit agencies to complete volunteer projects throughout our community.

Businesses participate by adopting a volunteer project. Projects are tailored to the interests and time constraints of your organization. We have volunteer opportunities as simple as conducting a canned good drive or as involved as repainting a room at a local shelter.

Months: August, November, February and April

Participating in one of these projects is a great way for associates to see a need in the community and to make an immediate difference.

Quarterly Volunteer Projects

Once a quarter, United Way of the Piedmont coordinates a simple collection project that gives individuals and groups an opportunity to get involved with their community. Quarterly projects are designed to require little time or money but have a huge impact on the individuals who benefit.

Your United Way representative will e-mail a project flyer to you each quarter, (February, May, August, and November) and you can always call the UWP office at 582-7556 for more information!
**Campaign Awards**

**Circle of Excellence Award**
Presented to the companies who support the United Way mission at an exemplary level through contributions, participation, non-financial contributions and quality of campaign. Circle of Excellence applications (included in this packet) must be received prior to June 1.

**Employee Giving Awards**
Presented in each division, based on increase in employee and employee per capita giving.

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**Community Impact Award**
Recognizes a company in each division who has the highest percentage of undesignated employee giving.

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**Spartanburg School District Award**
Given to the district with the greatest increase in employee giving.

**Agency Award**
Given to the community nonprofit agency with the greatest increase in employee giving.

**Outstanding Leadership Giving Award**
Given to the company with the highest percent of leadership givers.

**Outstanding New Campaign**
Presented to the company with the most outstanding first time employee campaign. Criteria include: total employee giving, % giving to the Community Impact Fund, and participation rates.

**Campaign Coordinator Award**
Presented to individuals who set an example of outstanding leadership through their involvement in United Way activities.

**Outstanding Campaign Committee Award**
Presented to committees that demonstrate exceptional teamwork that has resulted in increased employee per capita giving.

**The Volunteer Spirit Award**
Presented to a company promoting the involvement of their employees in community volunteer projects.

**Creativity Award**
Presented to the companies who gets creative and innovative with a campaign theme and with employee involvement.
United Way wants to honor you.
The “Circle of Excellence” is the UWP campaign award that applauds the organizations that support the mission of United Way at an exemplary level. This award not only recognizes financial contributions, but also the quality of the campaign, employee participation, and non-financial contributions. The organizations that receive this honor are the star supporters of United Way of the Piedmont.

Be a part of something special.
In addition to being recognized at our annual meeting and receiving an award for your company to display, Circle of Excellence companies receive special year-round recognition. We will list this circle of companies that have put extra effort into supporting the community in our marketing and support materials, campaign press releases, our web site and other public listings. We will provide you with our logo in electronic format so that you can share this honor with your employees, vendors and customers through your newsletters, web site and other tools.

If honored, your company will stand among a select group of philanthropic supporters. It takes more than just one or two great companies to provide a better quality of life in the Piedmont; it takes a circle of strong, caring companies. We hope you can be part of this honored group.

Help us honor you.
Please take time to review the Circle of Excellence criteria and complete the application at the end of your workplace campaign. Your United Way staff representative can help you calculate the giving results. This award is designed to honor companies of all sizes. Therefore, the number of employees is not a direct measure of your commitment to our community. Any organization operating within the United Way of the Piedmont service area is eligible. To receive recognition at the United Way of the Piedmont Annual Meeting, campaign results must be turned in by June 1.
To be part of the Circle of Excellence, your company must meet the following criteria (please check where appropriate):

**Company and employees financially support United Way by achieving the following:**

**Employee Giving**
- Gifts directed to the Community Impact Fund, to United Way’s Priority Areas, and gifts to other United Ways must total at least 70% of total employee giving
- Per capita gift is at least $100
- At least 70% of total number of employees participate in the campaign

**Corporate Giving (1 of the 2 options below must be met)**
- The company has made a corporate contribution to United Way of the Piedmont
- The company gave financial support to encourage participation in its United Way campaign.

**BEST PRACTICES**

Must answer “yes” to at least seven of the following twelve items regarding the current year’s campaign:

- Reviewed previous campaign results to look for opportunities for growth
- CEO supported and was visibly involved in campaign
- CEO gave leadership level gift ($1,000+)
- Campaign team was developed to plan and execute campaign
- Conducted a separate leadership giving campaign
- Set challenging campaign goal (dollars or participation)
- Publicized campaign and United Way’s key messages
- Solicited 100% of employees
- Employees were given the opportunity to tour United Way partner agencies
- Had one solicitor for every 20 employees and/or held group meetings for employees
- Followed up with employees who did not respond
- Thanked employees for their gift and participation
- Provided year-round communication to employees about United Way
- Employees volunteer for United Way or a United Way partner agency

**NON-FINANCIAL CONTRIBUTIONS**

Must answer “yes” to at least three of the following five items about the current campaign:

- Company participates in Quarterly Volunteer Projects and/or Week of Caring projects
- Provided United Way with donors’ names and addresses or e-mails so United Way can personally thank employees
- Conducted a “new hire” program offering new employees the opportunity to give
- Promoted your United Way involvement to customers, suppliers and other audiences (via newsletters, website, etc.)

☐ Yes! We qualify for the Circle of Excellence!

Congratulations! Is this your first time qualifying for this award?  ☐ Yes, first time  ☐ No, we have before

Company: __________________________________________  Contact Name: ____________________________

Address: __________________________________________ City: __________________ State: _____ Zip: ______

Phone: __________________ E-Mail: __________________________

Company website: __________________________________________

*Please fax or mail to Attn: RD Department
864-582-9826 (fax)
or
United Way of the Piedmont, PO Box 5624, Spartanburg, SC 29304*
Your United Way campaign can and should be a time that people look forward to each year. This is a time when they commit or re-commit to impacting the community through their contributions. Let’s make sure they have some fun and are rewarded for that commitment!

A few things to remember:
1. Small incentives can be used to help increase participation. They don’t have to cost you anything. Incentives such as casual day, early dismissal or coffee delivered by an executive are also great ideas to encourage your employees.
2. Any of these ideas can be changed to fit your organization and goals.
3. All events should promote participation and education about United Way. Education can be fun!
4. The more creative your campaign is, the more fun you will have. Get crazy and enjoy!
5. Pick ideas for events that your employees will enjoy and attend.
6. To save money on your event, encourage employees to bring in food as part of a potluck or make your own decorations.
7. Feel free to incorporate any ideas your company has into any of these event ideas. And share your ideas with United Way. We love hearing new ideas!
8. The most important tip – have fun while supporting United Way!

FUN-raising FUND-raising Ideas

Casual Day – Associates pay to wear casual clothes or make it an incentive for departments to have 100% participation.

Bake Sale – Everybody loves a mid-afternoon break with a brownie! Put the goods on a cart and roll from office to office or set up in the break room.

SPORTS! Softball/Volleyball/Golf Tournament – Have fun, get exercise and build teamwork while raising money for United Way. Charge the teams an entry fee and/or charge admission to the game.

Office Olympics – Set up an obstacle course in the lunchroom, several offices, or outside. Time contestants as they work through the obstacles. Potential stations: Typing speed/accuracy, filing, photocopying, paper clip chain building, pencil sharpening. Do it for fun or charge an entry fee. Gather the office to watch! This event would be great in an Olympics themed campaign.

Executive Dunk Tank – Give employees the chance to dunk the boss or their favorite manager.

Oldest Company T-Shirt Contest – Dust off the old company t-shirts and model them in this fun event. Contestants participate in a “fashion show”. Award is new company gear.

“Show Your Spirit” Day – Give everyone the opportunity to show their team pride by wearing jerseys and favorite team colors. Great for a sports themed campaign! Include a tailgating event to make the day even more special.
Baby Picture Matching Game – Invite associates and managers to submit baby pictures to be posted. Then allow people to guess who’s who. Players pay to submit their guesses. The one with the most correct guesses wins a prize!

Pancake Breakfast/Hot Dog Sale – Get food donations and ask for volunteers to help feed the crowd to raise money and awareness for your campaign.

Latte Stand – Offer a latte stand during a morning rally, reminding them how much a cup of gourmet coffee cost and how giving up just one cup a week could help someone in need.

Kiss the Creature Contest – Employees get a chance to cast their votes for the person they want to kiss the pig (or equally amusing animal) by putting canned goods or change into that person’s bucket. Great way to combine a special food drive with your campaign.

American Idol – Set up a Karaoke machine and let your associates show off their skills. Have the audience vote for their favorite or add some fun by having a Simon/Paula/Randy of your own. Another twist – employees vote for the associate they most want to see sing!

Flamingo Flocking – Grab a flock of flamingos and a few volunteers and fill offices and cubicles with the bright pink yard art. Associates can have someone “flocked” for $5 who may then pay to have the birds removed. Insurance could also be made available. This can also be done with “suggested donations” rather than flat fees.

Tricycle Races – Kickoff your campaign by being a kid again! All you need are employees divided into teams, a few tricycles, a course and a cheering audience. Winners get bragging rights! Great for a Nascar themed campaign.

Video Game Tournament – Set up a couple of TVs and video game systems and watch the fun as associates compete.

Ugly Hat / Ugly Sportcoat / Ugly Tie/Ugly Earring Contest – Employees vote for the ugliest of them all!

United Way Trivial Pursuit – Distribute e-mail or printed facts about United Way and its programs every day for a week. Then ask trivia questions based on the information. Those completing all questions are entered into a prize drawing.

Basket Auction – Each department puts together a theme basket, i.e. chocolate lovers, movie lovers, auto care, romantic, sports, etc. The auction can be in a break room, through email, or available at rallies.

Womanless Beauty Pageant – Evening gowns never looked so...interesting! Have some real fun by including a talent competition. Your employees will pay to see this!

Neighborhood Barbeque – Join with other companies near your business to have a cookout with games and giveaways. Have an agency speaker to educate folks on community issues.

Get the Scoop On United Way – Serve Ice Cream while employees learn about United Way. Invite United Way and other agencies to have booths at the event to speak with associates.
Build your campaign around a theme that everyone can enjoy. It brings fun to the workplace and gives you something to which you can tie your special events.

**Love is Working**
Decorate the office in hearts, kisses and love themed items. Play songs about love and invite employees to bring in foods that remind them of love or anything that they love doing. Have a contest to guess the “love song.”

**Share a Dream**
Give employees the opportunity to share their dreams with everyone else in the office. Dream for a day: have employees submit their dream for a day (CEO parking, long lunch etc.) and grant one wish. **Make a nonprofit agency’s wish come true with a volunteer project to knock out a much-needed task.**

**Imagine What We Can Do Together**
Teamwork is always important. Hang pictures around the office of teams or groups that have made a difference in communities around the world. **Add a volunteer project where you see first hand the difference you can make!**

**Get on Board with United Way**
Have some fun on the lake while supporting a good cause. Rent a boat for a celebration. Employees can enjoy swimming, fishing and much more!

**IMAGINE**
Imagine what a difference you can make. Hold a goal party to create goals for the upcoming year to help out the community and make a difference. Use your imagination. Create rewards for goals that are met.

**Be Someone’s Hero**
Superheroes never go out of style, no matter your age. Dress up as your favorite Superhero. Invite children to come in and see everyone dressed up. Make a day of it with games, food and fun!

**Building Our Community**
There are United Way partner agencies that can use help. Get a group together to do a special project and add your special touch. To make it more fun create a team name and have hats produced for participants.

**The Magic is You**
Bring some fun into the office via a magician. Hold a magic party complete with food, music and lots of magic tricks. Make it even more fun by holding a contest for employees to show off their best magic tricks.

**Paint a Brighter Tomorrow**
Paint a mural in the office on a large canvas or on a wall. Have each employee paint something that represents United Way or the community. During the painting, offer music, prizes and food. Hold a mural competition among departments to make it even more fun!

**Working Wonders Together**
Teamwork is important. Get a group together for a fun day of teambuilding games such as tug-o-war and Simon Says.
Go the Distance
Go the distance with a fun afternoon of track and field games to show support for United Way. Include fun games such as a three-legged race and a wheelbarrow race. Add a volunteer element by coordinating a fun field day for children living in emergency shelters.

Building a Brighter Tomorrow
Distribute hard hats to employees and host a picnic with box lunches at a nearby park or on your campus. Raise funds for United Way by encouraging employees to buy building blocks. Employees can then place blocks on a “house”; when all blocks are purchased, a complete miniature house will stand in the office as a reminder of their contribution to building a brighter tomorrow for someone in need. Add even more impact with a volunteer project that builds and/or refurbishes houses for local citizens.

Together We Can Make a Difference
Have a company picnic that doesn’t leave anyone out! Group employees in teams and stick together all day in “buddy system” fashion. Teams can compete against one another in various relay races and outdoor games. Employees found without their buddy will be sent to “jail” where they will wait until their buddy comes to “bail” them out.

Be a Lifesaver
Enjoy Lifesavers candy while learning about staying safe. Over the course of a week, hold special workshops dealing with First Aid and water safety. Decorate with palm trees, listen to the Beach Boys, and stock up on fruity candies to make this event complete.

Community Spirit
Celebrate your community by returning to the spirit of high school homecoming! Hold a pep rally to kick start your campaign, and elect a community “king” and “queen” and give out prizes.

Portraits of Giving
Hire a caricature artist to do portraits of employees. Proceeds go to United Way. Display the portraits in the office.

Be a Champion for Your Community
Host a Wheaties breakfast for all employees to kickoff your campaign. Set a goal of X dollars to be raised by employees. All who participate get a medal.

You Make a World of Difference
Have lunch with various dishes from around the world.

The Power of Caring
Invite employees to dress as their favorite “powerful” people (could be sports figures, members of the community, etc.). Have a fashion show with voting for the best costume.

Color the World a Better Place
Hang a large banner with an inspiring message on it. Employees can color a section of it for a set amount. Invite kids to participate in a coloring contest.
**Campaign Ideas: Themes - Just Plain FUN!**

**Game Show**
Have employees or executives compete against each other in a fun question and answer game. You can base it off United Way Jeopardy, Are you Smarter than..., Family Feud, you name it! Use UW information in your answers.

**The Amazing Race**
Have your co-workers hit the road to visit and gather information on agencies that receive funding from the United Way Community Impact Fund. Have a quiz at the end to see what was learned.

**We Love the 80’s!**
Invite employees to attend a rally where they wear their favorite 80s gear or have a contest for the worst 80s gear. Try an 80s movie trivia contest over email, and make sure to include United Way bonus questions!

**Vegas Baby: What’s Raised Here, Stays Here!**
Hold a Vegas-themed rally and have departments compete in a decorating contest for the best Vegas strip. Give employees a card from a standard deck each time they do a campaign activity: attend the rally, pledge, volunteer, etc. Whoever makes the best hand throughout the campaign, wins!

**More Fun Themes:**
- LIVE UNITED
- Carnival
- Caribbean
- Nascar
- NFL/College Football
- Mardi Gras
- Olympics
- Movies
- Reality Shows
- Down on the Farm
- Hawaiian Luau
- Wild Wild West
- Treasure Island
- Camp United Way
- Through the Decades
- Octoberfest
- Tools You Can Use
- Party in Paris
- Oscars/Red Carpet

**More Events to Increase Awareness:**
- Management Service Auction
- Auction Premier Parking Space
- Luncheon Seminar
- Cubicle/Office Decorating Contest
- Chili Cookoff
- Departmental Penny Wars
- Stick it to the Man!
- Halloween Costume Contest
- Children’s Drawing Contest
- Casino Night
- Tailgate Party
- Octoberfest
- Candy Grams
- Executive Sumo Wrestling
- Bowl-a-thon
- Office/United Way Treasure Hunt
- Car Wash
Incentives:
Incentives show employees that the company believes in United Way. They also help to get attention for your campaign. People love to get stuff! Think about the best way to use your incentives to make the most impact on your campaign. Think about drawings for 1st time donors, and step-up challenges for those giving through payroll deduction, for instance.

- Days off from work
- ½ day off from work
- Reserved Parking
- Tickets to Games/Movies
- Grocery Certificates
- Dinner for Two
- Hotel Getaways
- Gift Certificates
- Flowers Each Month for Year
- “Sleep-in” Passes
- Flee @ 3 Passes
- Airline Tickets
- Trophy for Department with Highest Participation
- Extra ½ hour for Lunch for a Week
- Time Share (donated by someone from your company)
- Dinner with the CEO
- Casual Fridays
- CEO for a Day
- Corporate Clothing

Saying Thanks:
Your donors have made a commitment to United Way and to this community. Show them how much they are appreciated!

Barbecue or Pizza Party – Invite employees to a company-wide lunch to say thanks. Have executives cook or serve.

Beer & Brats – Host a root beer and brats thank you party for employees. This is a great sports theme tie-in.

Candy Gram – Distribute candy bars with a thank you message attached to all participants who contributed to the United Way campaign.

Scooping Up Success – Say thanks with an ice cream social. Have volunteers bring churns of homemade or have a Sunday bar.

United Way Merchandise – Give United Way T-Shirts, pens or note pads with the United Way logo on them. Create your own or order items from the United Way store at www.unitedwaystore.com.

Thank You Sack Lunch – Order sack lunches for every contributor. Include a thank you note from your CEO.
Sweet Encouragements
Who doesn't love candy? Use some of these sweet treats to bring some fun and (sugar-induced) energy to your campaign!

Riesen - Thanks for being the Riesen we're so successful
M&M's -- your support Means so Much
Extra Gum - Thanks for going the Extra Mile. extra effort etc
Lifesavers - Thanks for being a real Lifesaver.
Reese's - Like Peanut butter and Chocolate - we just go together!
Atomic Fireballs - Thank you for being HOT STUFF
Tootsie Roll - Thanks for the ROLL you play in the Campaign
Crunch Bar - Our agencies would be in a CRUNCH without your support
Baby Ruth - With your help, our campaign will be a grand slam!
Dove Promise - Your "Promise" meaning Pledge -will change lives.
Almond Joy -- Feel the Joy of creating a stronger community.
Mounds - Thanks for the Mounds of work you’ve put in on the campaign
Starburst - We’re Bursting from excitement or Help us reach for the Stars.
Pixy Stix - Our programs STIX out from all the rest because of what you do!
Payday - It’s PAYDAY. Think United Way!
Orange Slices - Orange you glad you gave to United Way!
Now & Later - We want to thank you NOW and LATER for giving.
Milky Way – Our gratitude for your help is WAY out of this world!