

# CAMPAIGN THEMES



## BACK TO SCHOOL: “THE ABCS OF CARING”

- **KICK OFF:** Start off the week with a Pep Rally energizing your team for the upcoming week of campaign activities. Encourage employees to wear their school colors.
- **GRADUATION CEREMONY:** Wrap up the week thanking employees for participating during a graduation ceremony. This is a great time to draw prizes, thank volunteers and announce reaching your goal.

## OFFICE OLYMPICS: “JOIN THE WINNING TEAM”

- **KICKOFF:** Hold your very own opening ceremony. Divide your employees into teams. Create a range of prizes from 1st to 3rd place for those who raises/participates the most.
- **MINUTE TO WIN IT:** Set each individual up with the resources to compete in a minute to win it challenge. Competing virtually? Include your family.

## CARING/COMMUNITY BASED: “CAMPAIGN THAT CARES”

- **KICK OFF:** Start your campaign with inspirational stories of those who have been impacted by United Way. Ask employees to bring or donate a hygiene item for a local agency. Focus on your goal and the impact it will have when reached.
- **EDUCATE & INSPIRE:** Educate peers on the community by scheduling talks with local agency partners or public or elected officials to discuss community needs and how employees can make a difference.

## SUPERHERO: “BE SOMEONE’S HERO”

- **KICK OFF:** Have senior management dress up in superhero costumes for your rally. When you give your time or invest in United Way, you’re making a difference in our community and seen as a hero.
- **CELEBRATING EVERYDAY HEROES:** Nominate employees, vendors or community members who are heroes, making a difference in the lives of many. Send them a letter thanking them for their commitment to our communities.

## LAS VEGAS: “WHAT’S RAISED HERE, STAYS HERE”

- **KICKOFF:** Vegas is known for their amazing stage acts. Kick off your campaign with an employee talent show, comedian or entertainment pumping up everyone for the week to come.
- **JACKPOT INCENTIVE:** If 100% of participation is reached, earn extra day of PTO.

## CONSTRUCTION: “UNDER CONSTRUCTION: BUILDING A BETTER COMMUNITY”

- **KICK OFF:** Have hard hats and caution cones available at your rally.
- **ROAD SIGNS:** Make signs in the colors and shapes of road signs which say “CAUTION: Community- Building at Work”; “STOP Hunger”; “ONE WAY to a Better Community”; “YIELD: Think of Someone Else First.” Hang them around the office or in your virtual background throughout campaign. Vote for your favorite for \$1/vote. Winner receives “early out” day.

