

# United Way Campaign Theme/Special Event Ideas

## 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, bring their pom poms, and play their band instruments.
- **SUPPLY DRIVE:** Collect school supplies and work with your UW staff person to identify an agency in need.
- **LITERACY KITS:** Purchase literacy kits from UW for each employee to complete as a team or at home with their family during a virtual snack time – don’t forget the milk and cookies. Use this opportunity to learn from UW staff about how their investment impacts education work.
- **SPELLING BEE:** For \$5 per person, hold a spelling bee with managers vs. employees or department vs. department. Contestants must spell the word correctly or everyone on the team must pay \$1. The winner walks away with the coveted “Who Needs Spell Check” award.
- **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. Nominate a valedictorian who went above and beyond, participating in events and advocating throughout the campaign. Distribute diplomas and include a fun coupon for a half-day of PTO.

## 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.
- **MASK DIY:** Give employees a disposable face mask and start the timer. They have 15 min. to create a superhero identity and mask to share with the group. \$5 to participate, \$1 to vote for your favorite.
- **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.
- **BE A HERO BINGO:** Create a BINGO card encouraging employees to complete heroic acts – pay it forward in the drive through, pick up litter on your walk, rake your neighbor’s leaves, volunteer 3 hours, etc. Completed cards are turned in for a chance to win a superhero themed gift basket.

## Construction: “Under Construction: Working Together to Build a Better Community”

- **KICK OFF:** Have hard hats and caution cones available at your rally.
- **BUILDING BLOCKS:** Incorporate volunteering by holding a food can structure building contest. Ask employees to bring in or grab from the pantry, 5 non-perishable food items. Set the timer for 1 min. and see who builds the tallest structure. Set up time to donate the items to a local agency. Ask your UW staff person to talk about essential needs and how it is the building block for health, education, and financial stability.
- **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.
- **BUILDING A HOME:** Ask your United Way staff about volunteer opportunities with local housing organizations and initiatives.
- **SAFETY FIRST:** Hold a trivia game reviewing safety precautions within your company/office. Winner receives a grocery gift card.

## Office Olympics: “Join the Winning Team” or “Living United, We All Win”

- **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.
- **THE MAIN EVENT:** Set up an obstacle course in the lunchroom, several offices, several floors of offices or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee and the winner gets a ½ day PTO.
- **GAME ROOM COMPETITION:** Does your office have a game room? Set up a single elimination bracket for ping pong, 3-point shoot-out, Wii or four-square.
- **MINUTE TO WIN IT/NAILED IT:** Set each individual up with the resources to compete in a minute to win it/nailed it challenge. Competing virtually? Include your family.

## 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
- **CASINO GAMES:**
  - Bingo card** - Create your own, including random acts of kindness, attending special events/educational sessions, pledging, volunteering, etc.
  - Card stacking** - Give employees each a deck of cards. Set the timer and see who can build the tallest pyramid.
  - Best hand incentive** - For each special event or educational, attendees earn a card. Whoever has the best poker hand at the end of the week is entered to win a prize.

## Caring/Community Based: “Campaign that Cares” or “Caring for Our Community”

- **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.
- **DAY OF VOLUNTEERING:** Work with your United Way staff person to identify volunteer opportunities to offer throughout your campaign.
- **SET UP AN “INTERVIEW CORNER”:** Invite employees to be videotaped explaining why they have pledged, what goal they would like to see their donations achieve or why they have a personal connection to the cause. The finished video can be shown at the end of the campaign and will make a great fundraising tool for next year.
- **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.
- **COMPLIMENT-O-GRAMS:** Employees pay to have messages delivered to co-workers with compliments or encouraging words. Charge \$1, \$2, or \$5 per compliment. Include a gift virtual gift card for a cup of coffee.