

THE LITTLE BOOK OF
BIG
CAMPAIGN
IDEAS



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Overview

Successful campaigns have two things in common: good planning and wide participation. Ask yourself these two questions before planning your event:

1. What do you hope to accomplish through the special event?

- ▶ Create greater community understanding
- ▶ Build morale
- ▶ Increase volunteering
- ▶ Raise money
- ▶ Honor leadership givers
- ▶ Reward team

2. What resources are available?

- ▶ People
- ▶ Materials
- ▶ Incentives
- ▶ Entertainment
- ▶ Inspiration
- ▶ Facility
- ▶ Budget
- ▶ Communication

Sample Vendor Donation Request

Dear (Vendor),

I am writing to local businesses which our organization and employees utilize seeking donations for our 2013 United Way campaign.

We will soon begin our fundraising campaign to help local communities, and we would appreciate it if your organization would make a donation to our drawing. Your company's name and contribution will appear in all event publicity, creating an easy way to market yourself to others at our organization. A contribution is a great way to show your support for your community, and will also be an added incentive for employees to contribute.

I would like to take this opportunity to thank you again for the gift certificate(s) to last year's drawing, listed on the enclosed sheet.

I will contact you next week to discuss how we can work together and to answer any questions you may have. Thank you for your time and consideration.

Kind Regards,

John Smith, President & CEO

Campaign Kickoff Celebration Ideas

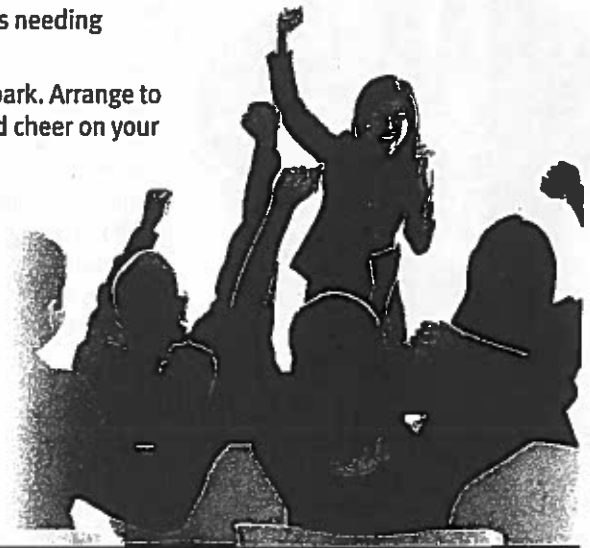
- ▶ Incorporating special events and speakers at your kickoff meeting will help energize your staff and build awareness of your United Way campaign.
- ▶ Be creative.
- ▶ Have fun!

Chocolate Kick Off Rally

Excite their “sweet tooth” when kicking off your campaign. Print gold paper candy bar wrappers with the employee giving theme. Put the wrappers on chocolate bars and distribute at your kickoff.

Life is Not a Spectator Sport — Go the Distance

1. At the start of the campaign, hold a kickoff meeting explaining “touchdowns” (accomplishments of previous years), “penalties and receptions” (areas needing improvement), and “huddles” (ideas for the coming campaign).
2. To launch the campaign, hold a tailgate party in the parking lot or at a park. Arrange to have the party at the same time as a local softball or baseball game and cheer on your home team.
3. Throughout the campaign, hold sport-themed fundraisers such as a slam dunk/shootout contest, volleyball tournament, football toss, etc. Rays, Bucs, and Lightning tickets or tickets for other local teams make great prizes.



Diversity Events

Tie in your United Way kickoff to special events at your office.

Example: During Latin American History Month, invite a speaker from a Latin American-serving agency to share how United Way donations help strengthen Latin American communities.

Special Event Ideas

- ▶ Special events are your opportunity to add a little something extra to the campaign. Not only do they raise extra funding for United Way, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your employees about United Way and most importantly, have FUN! Remember, not every special event has to be elaborate.
- ▶ Be creative.
- ▶ Events should be strategically scheduled throughout the campaign to be most successful.
- ▶ Make it easy for employees to participate.
- ▶ Secure the support of upper management.
- ▶ Involve a team in the planning and implementation process.
- ▶ Remember, when planning special events, please stress that the support for the event is in addition to the individual campaign pledge.
- ▶ Special events can be held at any time throughout the year. This will enhance your campaign and elevate United Way as a year-round presence.

Low or No Cost Events

Dessert Cart/Bakery Cart

Wheel a cart of bagels, doughnuts, danishes, cookies, brownies etc. through the office, collecting United Way donations in exchange for the goodies. Everyone wants something sweet after lunch.

Craft and Bake Sales

This popular activity gives everyone a chance to share their hobbies and special baking talents. All donated sales go to the Campaign.



Chili Cook-Off Contest

Employees cook their favorite recipe and enter it into a cook-off contest. A panel of "chili experts" selects the Official Chili Champion. Talk to a hotel representative about donating a weekend stay at their hotel for the winner.

Balloon Pop

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what prize they've won.

Department Penny Wars

Each department is designated a jar. Employees are encouraged to fill their own department's jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value only negative (ex. A dime is minus 10 points). The department with the most positive points at the end of the week is awarded a prize.

Employee Cookbook

Collect and group recipes into a customized cookbook. Employees' children create illustrations for the cookbook, including cover. If possible, print and bind books through a local business, pro bono. This event has been so popular that some organizations have not been able to fill all requests. You set the price!



Employee Raffle

Ask employees to contribute something special for a raffle prize:

- Homemade pies
- One-day vacation
- Lunch with a co-worker
- Prizes donated by vendors
- Car wash
- Tickets to a special event
- Employee parking spot

Employees make contribution using pledge forms. Employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the "early" date, but before the Campaign's final event, receive one raffle ticket. Employees who make a specified dollar amount pledge receive two additional raffle tickets.

Pumpkin Carving or Decorating Contest

Plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families, their staff or to use in the contest. Employees enter carved or decorated pumpkins individually or by group. Charge \$5 to enter and \$1 to vote. Award prizes in various categories. Examples:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

Bingo

Sell bingo cards for employees to purchase. Get local stores to donate prizes for all winners.

Ugly Lamp

Have employees decorate a lamp and make it as ugly as possible. Employees will have to pay \$5 to have it removed from their desk and be able to put it on another co-workers desk.

Silent Auction

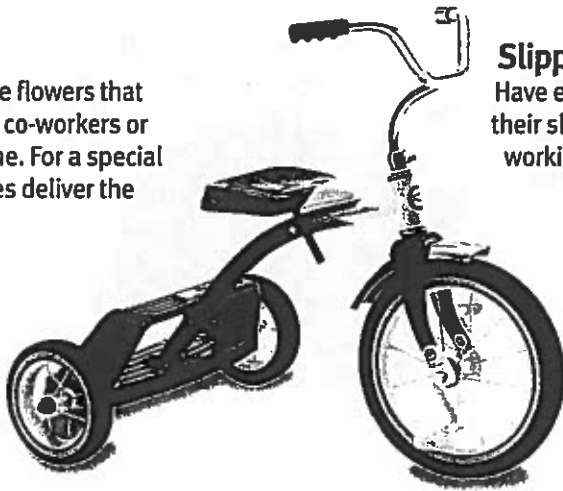
Gather gift items and create bid sheets, being certain to provide a minimum bid for each item. Put together a book that shows all items so that everyone is able to see the items available. Tap into employee's talents and resources for themed baskets.

Flowers

Work with a local florist to donate flowers that employees buy for \$2 to send to co-workers or bring home for a special someone. For a special touch have a couple of employees deliver the flowers in tuxedos.

Tricycle Races

Create teams with three or four riders. Teams are named and publicized in advance, allowing employees to make pledges or bets on the winning team. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course through the office or outside. Have course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas. The race is designed as a relay. Team members pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. Remember to take pictures for the company bulletin board or newsletter.



Slipper or Shorts Day

Have employees pay \$1 (your choice) to be able to wear their slippers or shorts to work. Great for employees working in a call center.

Jeans Day

Have employees pay \$1 (your choice) to be able to wear jeans to work for one day. \$5 if they want to wear jeans for a week.

Push Up Contest

Ever want to find out who the strongest person in the office is? Contestants pay \$5 entry fee. Observers pay \$1 to wager one who they think will do the most push ups. The winner is the one that does the most push ups.

Jump Rope Contest

Contestants pay \$5 entry fee. Observers pay \$1 to wager on who they think will last the longest jumping rope.

Spelling Bee

Hold an event during staff meetings or over lunch. Contestants pay \$5 entry fee. Gallery observers place \$1 wagers on their favorite participants. The winner walks away with the coveted "Who Needs Spell Check" award.

Talent Show

Put on a talent show during lunch time. Have contestants pay \$5 entry fee. Observers pay \$1 to attend the show. Make sure to have a panel of judges.

Pie in the Face

Employee pays \$5 for a pie to be thrown in the face of the executive of their choice.

Karaoke

Employees pay to vote on the executive they want to sing karaoke. If the executive does not want to sing they can pay a fee to pass the task to someone else.

Name that Tune

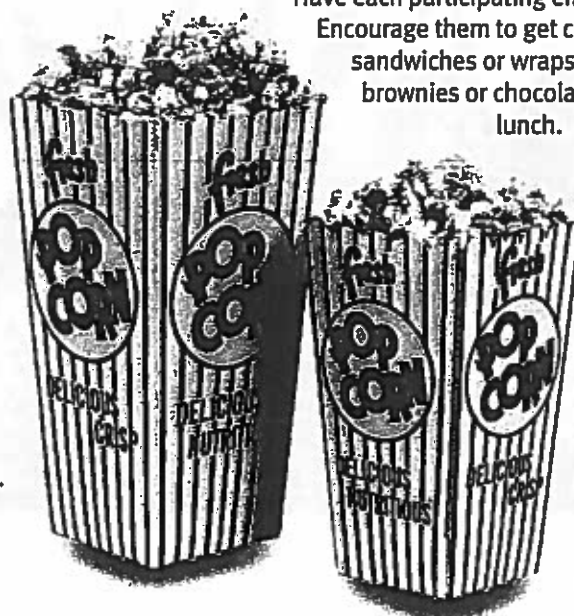
Employees pay \$5 to participate. Contestants then go up against each other to test their knowledge of songs.

Lunch Box Auction

Have each participating employee pack a special lunch. Encourage them to get creative and make deluxe sandwiches or wraps. Include delicious treats like brownies or chocolate chip cookies. Auction before lunch.

Walking Taco

Set up a cart with taco ingredients and have an employee push it around during lunch time for people to purchase and make their own tacos. Or use a bag of Fritos and place meat and topping in the bag. Great for people that don't have a long lunch break.



Sports Team Day

Have employees pay \$1 (your choice) to be able to wear their favorite sports team apparel.

Popcorn Sales

Sell popcorn to employees. Who can resist the smell of fresh popcorn popping?

Egg Baby

A single egg is given to each staff member who must treat the egg with attention and care. They may choose to keep the baby all day long or pass it to another person for a babysitting charge of \$2. If dropped, a \$5 hospital fee is charged.

Cake Walk

Have employees bake cakes and hold a cake walk for a fee.

Sucker for a Buck

Pay \$1 and get a sucker and a prize that goes with it (color code the bottom of the sucker; certain color, certain prize).



Major Events

Flashback Carnival

Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing and 50 cent hotdogs. Hold a hoola-hoop contest and hoop shoot to really give it that flashback flavor. Set up a dunk tank with all of your dunkable executives (charge \$3 for three balls). Throw pies at all of your favorite executives. Bean bag toss, \$1 for 3 throws. Charge participants a fee to enter the contests.

CEO/Executive Car Wash

Employees donate \$5 to have their car washed at high noon by the "boss" in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for pictures of the employee and the boss washing their car.

Pot Luck Luncheon

Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc to be shared. Paper products are also needed for this event. There is no sign up for this event. Items brought are completely random. Employees pay \$5 to fill their plate and sample everything in the room.

International Food Day

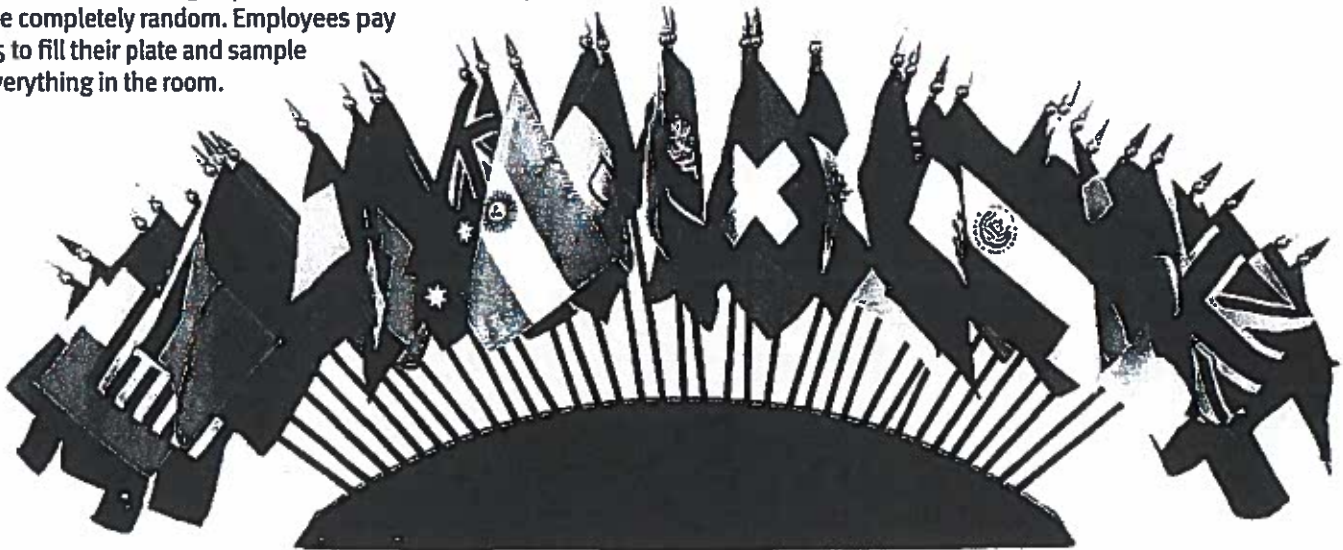
Employees' team up to create tasty treats from around the world. Employees decorate their own booths/tables and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. A panel of "celebrity" judges awards prizes.

Casino Night

What are the ingredients for a successful Casino Night?

- A few Blackjack tables
- A Roulette wheel
- A Poker table or two
- One Bingo table
- Food and drinks

Invite employees and their families. Local businesses can donate prizes and items for winners. Many party rental stores have gaming tables that give casino night a real "Vegas" experience.



Thank you for helping people
through our United Way campaign.

Call In Well

Use this coupon and take a day off.
It's a small way of saying thanks for your pledge.



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Casual Friday

Use this coupon and wear jeans for a day.
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Use this coupon and wear jeans for a day.
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Thank you for helping people
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Flee @ 3

Use this coupon and get off work early.
It's a small way of saying thanks for your pledge.



Thank you for helping people
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Flee @ 3

Use this coupon and get off work early.
It's a small way of saying thanks for your pledge.



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Flee @ 3

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Flee @ 3

Use this coupon and get off work early.
It's a small way of saying thanks for your pledge.



Thank you for helping people
through our United Way campaign.

Sleep in late

Use this coupon and show up late to work.
It's a small way of saying thanks for your pledge.



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through our United Way campaign.

Sleep in late

Use this coupon and show up late to work.
It's a small way of saying thanks for your pledge.



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