

# FUN CAMPAIGN IDEAS



United Way of Pitt County

It is during times like these that it is as important as ever that we find opportunities to connect with our colleagues. A United Way campaign at your place of employment provides the perfect backdrop for staff engagement while creating awareness of critical community needs. To help you develop a fresh approach to hosting a campaign, the following are examples of special activities you could try during your campaign. Remember, you can always reach out to United Way for assistance or to brainstorm solutions that would accentuate your company's corporate social responsibility culture.

## Keys To A Organizing Successful Activity

**Recruit** a committee with representatives from all levels and locations in your organization. Planning an activity can be time consuming. The more people you involve, the more support you will have.

**Choose** an activity that is appropriate for your work environment.

**Select** a date and location. Consider an easily accessible location or web platform if making it virtual.

**Develop** a detailed plan and timeline with who on your team is responsible for what task.

**Assign roles and responsibilities:** publicity, prizes, decorations, audio/visual, food (if in person), volunteers, etc.

**Report the results** to your CEO, colleagues and United Way.

**Send "thank you" notes** or make telephone calls to everyone who helped.

## VIRTUAL FUN and ENGAGEMENT

*The following activities can be adapted easily to run virtually. Read through the additional ideas and see if you can find ways to adapt an activity that will adhere to your company's Covid policies and procedures for staff engagement.*

**Bagging It** - Designate a day as "Brown Bag Day" every month or every other month. Encourage staff to bring their lunches on that day and bring in a speaker to talk about a United Way funded program. After the lunch, post a brief summary of the presentation on your website, print it in your newsletter, or distribute via e-mail.

**Latte Stand and Giving Example** - For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

**Employee Cookbook** - Encourage employees to donate their favorite recipes to be collected, published and sold in a company cookbook. A variation of this theme is to sell books on golf, gardening, etc. Request employees' children provide illustrations. There are a variety of publishing companies who will help you with this.

**Video Game Olympics** - Set up a video game console and hold a tournament. Proceeds from entry fees go to United Way.

**Who Is It?** - Have co-workers submit their baby pictures and host a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. Give an award for the most correct matches.

**E-Bingo** - Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

**Kids Coloring Contest** - A colorful way to get everyone's children involved is to have children color a United Way logo or have them make a picture that shows giving or sharing. These pieces of art are great to use on thank you cards, t-shirts or bookmarks. Sponsor a contest and give a prize to the top three artists. Submit original art to United Way!

**Ugliest Apparel Contest** - Contestants pay to enter the ugliest tie, earrings, socks, or stockings contest. Have them submit pictures to you then forward to have co-workers and ask them to 'vote' for the ugliest apparel by contributing a dollar per vote.

**Picture Match Game** - Invite employees to try their luck at matching high school pictures to co-workers, pet pictures or celebrity pictures to executives. Charge employees to vote and award the entry with the most right answers a fun prize.

**Scavenger Hunt** - Employees pay an entrance fee to hunt for hidden items around the office or neighborhood. Give employees a time limit. Award the winning team a prize. Add themes by having employees dress as detectives or hunt for themed items.

**Board Game Contest** - Recruit employees to play a chosen online game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

**Funniest Home Video** - Employees share funny moments caught on video. Vote on the best video, winner gets a prize.

**Mystery Hunt** - Clues (sent via e-mail or memo) lead hunters to a United Way agency or co-worker who is connected to an agency. You could have a new hunt each week for a month. This is a great way to educate employees about United Way programs and services.

**Got Games?** - Educate employees about United Way and its partner agencies in a fun way by incorporating a game show theme. Use information from United Way printed materials and our partners' websites. Play the game(s) at a group meeting (in person or online) or give everyone the opportunity to play by creating a worksheet or posting questions online.

**Video Game Olympics** - Set up a virtual video game tournament. There are many options online. Competitors pay a fee to play with proceeds going to United Way.

*The following are activities can be used if staff are working in-person at the company.*

## **Educational Ideas**

**Use E-Mail** – Check out the email communications options. Work with United Way to develop key messages for your company to build awareness of the investment their contributions are having in the community.

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**Start Right** - Make United Way part of your new staff orientation. We have packets of information that will help your new employee learn more about United Way in our community. Get your new staff off to a good start and increase participation in your campaign.

**Literature Drop** - Help your employees learn more about United Way's impact in the community. Set up a table and make brochures, newsletters and other materials from United Way and our partner programs available. Posters, table tents and note cards are also great for building awareness.

## **Food-Related Activities (If you FEED them, they WILL come!)**

**Bake Sale/Cookie Exchange** - Ask employees to bake their favorite cookies or other goodies. Sell plates of the treats to employees. Charge an additional fee for the recipe.

**Candy Grams** - Sell candy with your company or United Way's logo on it. All proceeds go to the United Way.

**Midnight Breakfast** - If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees.

**Eating Contest** - Who can eat the most in a given amount of time (hot dogs, pie, crackers, pickles, etc.).

**Chili Cook-Off- VERY popular!** - Employees cook their favorite chili. Organize a panel of "expert" judges to decide on the best recipe. Charge employees to sample and eat lunch or even have the employees vote.

**Whipped Cream Pie in the Face** - Host a whipped cream throwing contest. Fill pie tins with whipped cream and try to hit a target. Get management to be the targets and have employees pay to play.

**Potluck Payoff** - Organize a potluck lunch and have everyone bring a favorite dish. Charge employees to have lunch.

**Bakery Cart** - Wheel a serving cart through the workplace and sell bagels, doughnuts, cookies, coffee cake, coffee and juice, with proceeds going to United Way.

**Lunch Box Auction** - Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

**Taste of the World Luncheon** - Offer a lunch buffet of ethnic foods.

**Executive Chef** - Auction off dinner for two (or more) at the home of an executive.

## Activities & Events

**Basket Auction** - Ask each department in your organization to sponsor, create and fill a theme basket (spa, chocolate, golf, cooking). The baskets are then auctioned or raffled off. The department that has the most tickets at the end also wins a prize.

**Car Wash** - Charge employees to have their car washed by management. Take and sell pictures.

**Dress Down Day** - Sell employees the right to dress casually or silly for a day. Variations include: "Silly Hat Day", "Sport Team Day" or "Ugly Shoe Day".

**Survivor Game** - Each participant pays \$5 to join and has to do something each day to stay on the island. For example they have to: bring an item for a silent auction, bring in baked goods for a bake sale or wear a certain color. Winner receives paid time off.

**Coin War** - Set up large empty water bottles for each department in a central location. Employees drop their spare change into the bottle. Coins are positive while paper money is negative. The group with the highest point value wins. All cash collected is donated to United Way.

**Auction** - Auction off staff services (i.e., babysitting, oil change, lunch for a week), executive parking spaces, donated merchandise or services. Try conducting the auction over your internet site.

**Rummage Sale** - Ask employees to donate old items (books, CDs, videos) for a company or department-wide sale. Unsold items may be donated to a local shelter.

**Carnival Lunch** - Set up a mini carnival over the lunch hour. Charge to play games such as ring toss, balloon pop, ping pong toss.

**Mini Massage** - Find a massage therapist who is willing to donate their time. Charge employees for a 15-minute chair massage.

## Sports-Related Events

**Football Toss** - Measure for distance and accuracy with prizes for top Guy and top Gal. Charge per attempt.

**Golf Outing** - Organize a golf outing for employees. Participants pay an entry fee. Have goofy prizes for highest score, most putts, longest game, etc.

**Bowl-A-Thon** - Organize a bowling contest at a local bowling alley or set up makeshift lanes at the office. Participants pay an entry fee. Give the winning team a prize.

**Office Miniature Golf** - Provide putters and build a nine-hole course featuring slinkies, staplers, chairs and other creative obstacles. Participants sign up in teams of two, with or without a registration fee.

**Office Olympics** - Make up your own "Olympic" games having a team admission fee. Brainstorm new ideas - roll the egg (not hardboiled) with your chin across the finish line without breaking it, relay race handing off a full glass of water on a tray using one hand spilling as little as possible, office chair races, waste basket free throw, paper airplane toss. Use your imagination!

**Tricycle Race** - Run a tricycle race around your building or parking lot using children's tricycles. Entrants decorate their bikes and have that as a contest also. Have the staff place money on the one they think is going to win. Cookout after race.

**Volleyball/Softball/Touch Football/Basketball Challenge** - Play real or improvised games with teams of employees. Charge an entrance fee or a canned good for each participant. Spectators may wager for the winning team. Do the challenge with year-round sporting events to raise money all year round.

**Sports Day** - Sell stickers that allow employees to wear a sport team colors or attire during the season. Host a tailgate party during lunch asking employees to bring their favorite dish.

**Marshmallow Driving Range** - Set up your own driving range but use marshmallows instead of actual golf balls - to make it more manageable. Award prizes for the longest and most accurate drives.

## Other Ideas

**Jeans Day** - Everyone loves an opportunity to wear jeans to work for a day. Have employees pay \$5 to wear jeans to work for a day, or \$20 for a week with all funds raised going to United Way. Employees can wear stickers saying "United Way Jeans Day." Or, to encourage more people to donate, set a participation goal that rewards "Friday Jeans Days" for the remainder of the year if that goal is met.

**Lose Your Locks** - Have employees volunteer to cut their hair or shave their heads if goals are met.

**Balloon Pop** - Employees or vendors 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 a prize. Employees buy a balloon and pop it to find out what prize they have won..

**Casino Night** - Provide a few game tables, one bingo table, bean bag toss and snack table. Employees and their families create a successful casino night. Have local businesses donate prizes for the winners.

**White Elephant Sale** - Have items in storage you do not use? Gifts you never returned. Donate them to the sale or conduct a gift exchange. Your trash is someone else's treasure!

**ETO (Extra Time Off) Goodie Bags** – Assemble and sell bags of candy. Each bag includes a slip of paper with messages such as, "Congratulations. You won 4 hours of extra time off," or "Sorry, you didn't win extra time off. Please play again."

**Other Ideas...**Carnival Games, Dunk Tank, Cake Walk, Musical Chairs, Guessing Game— How many M&M's in the Jar, Singing/Poetry/Songwriting Contest, Pizza Party, Popcorn Sale and Watermelon Seed Spitting Contest.

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## Incentives & Prizes *Say Thank You!*

*During and after a successful campaign, it's important to say "thanks" to all the employees who volunteered their time and energy. Here are some ideas to convey your gratitude:*

- Host a "thank you" breakfast or luncheon at a local restaurant or have management cook food on office premises.
- Develop a bulletin board featuring your employees' efforts: hang a giant thank you card, post a thank you from an agency or develop a collage of photos of your employees doing volunteer work or helping with the campaign.
- Spend a few minutes at the next staff meeting during which your CEO can congratulate employees and acknowledge campaign workers.
- Start the day on the right foot by delivering coffee and pastries to each employee's desk.
- Partner with kids from a United Way agency and have them draw "thank you" cards for employees.
- Run a "thank you" ad in your company newsletter.
- Hand out pens, hats, T-shirts or notepads with the United Way logo on them.
- Insert "thank you" notes with pay checks or pay stubs.
- Distribute candy with a personalized note from management.
- Display thank you messages on computer screens, bulletin boards, voice mail, etc.
- Traveling trophy for department with highest participation
- Bonus vacation days
- Prime parking spaces/free parking
- Movie passes
- Department pizza party
- Day off to do volunteer work
- Chair or hand massage
- Lunch or dinner with CEO
- Gift baskets or goodie bags
- Early dismissal on Friday
- A two-hour lunchbreak
- Sleep-in-late or leave-work-early pass
- Job swap (boss does winner's job for a day)
- Gift certificates donated by local merchants
- Mugs, T-shirts, key chains, etc., with company logo
- Casual days
- Lottery tickets
- Cafeteria coupons
- Employee-designed T-shirts
- Celebrity autographed items

## QUESTIONS?

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