Workplace Campaign Ideas

The following ideas can be used to further educate employees about United Way of Santa Cruz County, increase volunteerism, build excitement for campaign, build company spirit, and incorporate fun. They make a great addition to, but not to replace, employee meetings and the request to support Santa Cruz County.

Kickoff
Many companies like to have kickoff events, such as continental breakfasts and luncheons (you know, bring food and they will come). This is a great time for your president to give an endorsement of United Way and talk about upcoming campaign activities like employee meetings, agency program tours and incentives. This is also a good time for a United Way speaker.

What Can Incentives Do For Our Campaign?

- Increase enthusiasm and participation
- Encourage employees to pledge promptly
- Increase average gift
- Encourage attendance at campaign meetings
- Examples of incentive or raffle criteria:
  - First time leadership donor, increase donation by 10%, first time donor
  - Thank you coupon (anyone giving $150 or more)
  - Any donor who turns in pledge card by a certain date
  - Any donor who attends a meeting or tours an agency
  - Company achieves $ goal, participation goal or Leadership Circle membership goal
  - Company reaches a 25% increase in campaign

What Do I Win? (Prizes for Games) or Incentives for All
*Consider soliciting your vendors for giveaways – incentives do not always have to cost*

- Time off pass (sleep in, leave early, day off)
- Casual dress (jeans) day as a reward for meeting participation and giving goals.
- Special parking spaces or the manager’s parking space for designated length of time.
- Lunch or golf with the boss
- Department pizza party for those meeting/exceeding participation or $ goal
- United Way promo items such as shirts, hats, coffee cups, pens, etc.
- Drawing for door prizes: gas cards, hotel gift certificates, restaurant gift certificates, movie or concert tickets, gift baskets, sporting events, company promotional items.
- Traveling trophy for department with highest participation or percentage increase
- Day off to volunteer
Special Events
A fun campaign makes your job more enjoyable and increases awareness of United Way of Santa Cruz among your co-workers. Sometimes just getting together for fun and team building can be a good way to remind people about the campaign. Consider these tips when planning your company’s special event(s):

- Decide if your event will raise awareness, boost employee morale, raise money or all three.
- Put together budget and determine prizes
- Choose an event that is a good match for your work environment
- Select a date that does not conflict with other company events
- Inform your United Way representative of your special event and ask for any help and/or advice you may need
- Send thank you notes to everyone who helped, including volunteers and vendors who donated food and prizes
- After the event, evaluate its success, make notes for next year’s committee and report the results to employees and your United Way representative.

Food Fundraisers – “the way to a donor’s heart...”

- Pancake/Waffle Breakfast
- Popcorn, candy or bake sell
- Pizza Party
- Spaghetti Luncheon
- Ice Cream Social
- Chili Cook-off or Dessert Contest
- International Food Day
- Root Beer Float sales
- Tailgate Party
- Supervisor Cook-off/Challenge

Auction/Sales – “It’s not art, but...”

- Book, music and video sales
- Garage Sale

Sport Events – “For all kinds of office athletes...”

- Golf Tournament
- Wii Sports Tournaments (baseball, bowling, tennis, etc.)
- Office Olympics
- Bowling Tournament
- Team Sports Competitions
Other Activities – “Almost anything goes...”

- American Idol or Karaoke Contest during lunch (audience pays $1 to vote for best act and give winner prize)
- Costume Contest
- Cubicle Decorating
- Family Night at local sporting event
- Movie Night
- Silent Auction
- Trivial Pursuit Contest
- Baby Photo Contest
- Offer a 50/50 raffle
- Quiz – How Well Do You Know Your United Way?
- Latte Stand
- Spelling Bell – using information about UWSCC, use partner agency names/programs to spell such words as Alzheimer’s.
- Penny Jar War – Each department has a jar and each penny equates a point. Anything else equals its value in negative points (e.g. A dime is minus 10 points). The department with the most positive points at the end of the week wins a prize.
- Employee Cookbook sales

Game Ideas

- Deal or No Deal
- Minute to Win It!
- Family Feud – using a statement from the campaign materials (e.g. United Way agency partners that support health goal)
- Jeopardy
- Movie Trivia Quiz
- Who Wants to Be A Millionaire

Themes – “From raiders to reality shows...”

- Be a Lifesaver – beach style and distribute lifesaver (hard or gummy candy) with note attached “Be a Lifesaver and contribute to United Way of Santa Cruz”
- The Big Shot – a variation of the thermometer graph on campaign poster to monitor campaign progress, use a hypodermic-needle design. Great for hospital themes.
- Raiders of the Lost Heart – using a heart as the thermometer, each department represents a piece of the heart. Goal is met when entire heart is filled in.
- Giving Has Its Sweet Rewards
- Shoot for the Stars – Be a Star, give to United Way. Can use a basketball theme or Hollywood movie star theme.
- Hawaiian Theme
More Great Ideas to Share...

Weeklong celebration – Every Day for United Way! Celebrate each day of the week with fun activities during the campaign. Use each day to raise awareness while generating money for the United Way programs.

MonWay: kick off week with a donut breakfast
TuesWay: host snacks for sale in cafeteria
WednesWay: employees contribute baked goods sold throughout the day
ThursWay: ask each department to select a theme, dress, decorate and provide food for employees to taste for a price
FriWay: conclude week with fun filled events such as a Chili Cook-off where pledge cards are due and prizes are drawn.

Recognition – “Thank you, thank you, thank you...”
Once your company has reached its campaign goal, have a finale party and invite all employees. Announce amount raised and thank them for supporting the community. Serve refreshments (breakfast, lunch or dinner) and have prize drawings.

Thank employees through some of the following ways:

- Thank you cards
- At staff meetings
- In company newsletter or magazine
- Company email
- Bulletin boards
- Payroll stuffer message of thanks
- Personal letter from CEO
- Thank you from agency and United Way (representatives can share with employees the benefits of their contribution)
- Personal phone calls from CEO or board members
- Host an unexpected thank you meeting surprise employees by giving them the rest of the day off.