

UNITED WAY

CAMPAIGN THEMES, INCENTIVES & ACTIVITIES



United Way
of Greater High Point

BENEFITS

Themes, activities, games and incentives are your opportunity to add a little something extra to your campaign. Not only can they raise additional money, they can be instrumental in team development, creating excitement and educating about United Way.

Let your committees' imaginations run wild, or use some of the following ideas to make your campaign memorable, exciting and successful.

INCORPORATING THEMES, INCENTIVES, ACTIVITIES & GAMES:

- Educates employees
- Builds morale
- Brings employees together
- Can be budget friendly
- Builds excitement
- Promotes United Way's campaign
- Energizes individuals
- Encourages first time givers and pledge increases

THEMES

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization.

BE A SUPERHERO

This theme is a fun way to make individual employees feel special by recognizing them as "superheroes." When you give your time or donate to United Way, you're truly making a "super" difference in our community!

- Have your senior management dress up in superhero costumes for your rally
- Participate in volunteer projects that will make employees feel like superheroes
- Display superhero-related decorations
- Give action figures as a thank you or incentive

UNDER CONSTRUCTION

We all need to work together to build a better community.

- Have hard hats available at your rally
- Hold a building contest

WE LOVE THE '80S

Party time! Celebrate your employees' memories of the '80s while having a fun campaign sprinkled with lots of laughter.

- Hold an '80s movie marathon as an incentive
- Bring a karaoke machine to your rally
- Have a "worst 80s outfit" contest

VEGAS

Use the popular slogan, "What happens in Vegas, stays in Vegas" to put a fun twist on United Way's message of "What's raised here, stays here."

- Have a decorating contest among departments - whoever does the best Vegas theme wins!
- Play e-bingo during the campaign
- Set up a mock roulette wheel at your rally, and let employees try their luck

REALITY TV

Your adventurous employees will get a kick out of this theme. Friendly competition and team-building will engage your employees in a fun, innovative way.

- Have a Survivor themed rally, complete with tiki torches
- Hold adventurous contests like a hot wing eating contest or a blindfolded obstacle course

BE A LIFESAVER

Help your employees connect to their community as they see the real-life difference their donations make.

- Email stories of real people who have been helped by "lifesavers" in the community
- Bring in a CPR trainer to teach employees how to save a life in an emergency
- Participate in a volunteer project at an agency that meets basic needs, such as a food pantry or homeless shelter

INCENTIVES

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Plus, using incentives in your campaign raises the per capita gift by an average of 240%.

HOW TO STRUCTURE AN INCENTIVE PROGRAM

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives,

- **By individual participation:** Anyone who participates is eligible
- **By timeframe:** Anyone who contributes by X day is eligible for a prize/drawing
- **By increase:** Anyone who increases their gift over the previous year by X% is eligible for a prize
- **By gift level:** Anyone who gives XX dollars or more is entered into a special drawing
- **By company goal:** If the company achieves XX% participation, all employees can wear jeans on Friday

INCENTIVES TO INCLUDE IN YOUR CAMPAIGN

Incentives are flexible to any organization and any budget. Some incentives to consider:

- Corporate Match
- Prime parking space
- Pizza party
- Use of company suite at event
- Gift cards
- Company coupons (Sleep in Late, Flee at 3, Casual Friday, Call in Well)

ACTIVITIES

Including fun activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. Pair them with your campaign theme or use them on your own.

ACTIVITIES TO INCLUDE IN YOUR CAMPAIGN

- **Theme basket raffle/auction:** Each department assembles a theme basket (golf, chocolate, spa, BBQ, etc.) which are raffled or auctioned off
- **Jail and Bail:** Executives get “arrested” and they can’t leave “jail” until a certain amount of money is raised for their bail. Some companies have had off-duty police officers do the “arresting”
- **Trick or Treat party:** Treat kids from an agency to a tour of the office, a costume parade and treat bags
- **Website scavenger hunt:** Hand out questions about United Way and have employees search United Way’s website for the answers
- **Agency or Not:** Each person take out \$1. Have a person call out agencies. Employees put the \$1 on their heads if they think it’s a United Way partner agency or put it on their tails if they think it is not. Collect the \$1 if people guess wrong, until there is one winner
- **Casual for a cause:** Sell Casual Day badges for employees to dress casually on certain days
- **Tricycle races:** Use the excuse to act like a kid as you race against your coworkers
- **Chili cook-off:** Everyone bring a pot, enjoy and vote
- **Kickball or wiffle ball tournament:** Hold “recess” for employees and go head to head with a game of kickball, wiffle ball or whatever you fancy
- **Relaxation Day:** Hire a massage therapist to come to the office and treat employees to an unwinding back rub
- **Executive (fill in the blank) for a Day**