

Fun Campaign Ideas & Themes

Fun Events:

Casual Day
Softball/Volleyball Tournament
Golf Tournament
Bake Sale
Executive Dunk Tank
Silent Auction
Management Services Auction
Auction premier parking space
Sell popcorn and drinks
Invite agency speaker to speak during lunch
Company Picnic/Employee Cookout
Ice Cream Social
Pizza Party
Pancake Breakfast
Beach Party
Carnival
Office Olympics
Halloween Costume Contest
Baby Picture Guessing Game
Children's Drawing Contests
Campaign Slogan/Theme Contest
Voice Mail/e-mail Quiz
Cubicle Decorating Contest
United Way trivia contest
Male beauty contest
Chili cook-off
Ugly tie/ugly earring contest
Funniest home videos
Dress-up day
Departmental Penny Wars
Tour a Funded Agency
Have Employee Volunteers speak about
United Way or an Agency
Hold a Victory Celebration if goal is met

Incentives:

Time Off From Work
Casual Day
Reserved/Covered Parking
Tickets to Games/Movies
Grocery Certificates
Company T-Shirts
Dinner for Two
Hotel Getaways
Gift Certificates
Flowers Each Month for a Year
"Sleep-in" Passes
"Leave Work Early" passes
Airline Tickets
Trophy for Department with Highest Participation
Extra Half Hour for Lunch for a Week
Pizza Party for department with greatest increase
Have CEO give up parking space for a week

Set Goals

Encourage:
Payroll Deduction
Fair Share Giving (1% of annual pay)
Strive for 100% participation
Review United Way Awards Criteria

Themes:

The Best Way to Help the Most People
-Join the Winning Team
-Be a Winner . . . Give to United Way
-Be a Part of the Winning Team . . . Give to United Way
-Make Our Community a Winner . . . Give to United Way
-Working Together We Make a Winning Team
-Help United Way Win in Our Community