

# FUN CAMPAIGN IDEAS & THEME

**United Way**  
**of the Capital Area**  
Serving Hinds, Madison & Rankin Counties

## KICKOFF/SPECIAL EVENTS

- **Senior managers serve as chefs** at a kickoff barbecue, pancake breakfast or ice cream social.
- Have a **Basket Raffle**. Assign each department a theme. That department or group of employees is responsible for creating a basket with their selected theme. Baskets are then displayed and employees can purchase \$1 chances for each basket they would like to win. At the employee meeting have a drawing to find out who wins each basket.
- Fall is great for a **football theme**. Have a “play off” among departments. The team with the highest participation or percent over goal wins various prizes.
- Have a **United Way trivia contest**. Send out an e-mail or printed question about United Way or an agency every day for a week. Those completing all questions correctly go in a drawing.
- Guess the **childhood photo contest**. Have everyone bring in their childhood photos. When they turn in their pledge cards they can make their guess.
- **Coloring Contest**. Organize a coloring contest by employee’s children—deliver finished pictures to the United Way to distribute to a nursing home.
- **Talent Contest**. Employees raise money for each Manager, Vice President, etc. that they would like to see perform at the Talent Contest. The only way the top company officials can get out of performing is to buy their way out based on the amount of donations raised by employees.

## INCENTIVES

- Time off from work
- Casual Day
- Reserved parking
- Tickets to games/movies
- Grocery certificates
- Company T-shirts
- Dinner certificates
- Gift certificates
- “Leave Work Early” passes
- Award for Department with highest participation

***Number One Incentive:  
TIME OFF!***

### **Where To Get Incentives**

- You can purchase items from the United Way catalog even if you have a small budget. United Way ships directly to you.
- United Way will supply you with stick on lapel pins at no cost.

## Employee Campaign Coordinator Guide

Thank you for investing in what matters!®

Please visit [www.myunitedway.com](http://www.myunitedway.com) to learn more about *your* United Way



# Seven Simple Steps to an effective employee campaign

## 1 GET STARTED

Attend United Way of the Capital Area's Employee Campaign Coordinator training.

- Visit a United Way agency
- Review United Way materials
- Meet your United Way staff person and Account Executive

## 2 GET HELP

Instead of doing it all by yourself, pull together a few volunteers to form a "campaign team." It would be helpful to involve at least one person from Personnel. Ask United Way to assist in organization and support if needed. A United Way staff member is available to train your committee on-site.

- Your CEO's enthusiasm can be contagious. Ask him or her to write a personal letter of support to all employees.
- Ask your CEO to appoint next year's Employee Campaign Coordinator (ECC) to work with you.

## 3 PLAN YOUR CAMPAIGN

Schedule a short, intensive campaign. A two-week campaign has proven to be the most effective. Short campaigns keep the momentum and enthusiasm high.

- Establish the date, time and place of your campaign kick off.
- Think of incentives for givers. There are several ideas in the United Way catalog.
- Set a deadline for all pledge cards to be returned.
- Personalize pledge cards to make sure everyone has an opportunity to contribute.
- Make a gift yourself. It is easier to ask other to give when you are giving.

### • SET YOUR COMPANY'S GOAL

## 4 PROMOTE YOUR CAMPAIGN

Promotions increase campaign awareness, create a sense of team spirit and provide information to donors to help them make informal giving decisions.

- Share about United Way on your company's bulletin boards and in your newsletter. Posters are available from United Way of the Capital Area.
- Use your interoffice e-mail to send messages about your organizations United Way campaign.
- Include a series of articles in employee publications about co-workers and/or their family members being helped by United Way agencies.
- Provide a link to the United Way of the Capital Area's website on your company's website.
- Place the United Way goal thermometer in a visible location.

## 5 EMPLOYEE CAMPAIGN MEETING

A well planned meeting shows your co-workers that you care about your subject matter. A well-run United Way campaign meeting gives your co-workers a clear picture of the importance of United Way's work and encourages them to contribute to the organizations goal. Always have a United Way representative present at meeting.

## 6 REPORTING RESULTS

Make sure pledge cards are verified with signature, amount, and designation section (if applicable). Keep the bottom copy for payroll. Return the top copy to United Way along with your final report.

## 7 THANK EVERYONE

Post results of your campaign (United Way thermometer, break rooms, electronic bulletin boards, company newsletter). Send a letter to thank employees, announce results and celebrate success.

## MAKE IT FUN!!!

It's easy to put a little pizzazz in your campaign! Even campaigns with little time or budget can be fun for everyone. A list of ideas other companies have tried and enjoyed is provided on the back.

## NEED MORE INFORMATION?

If you have questions or need more information, call us at (601)948-4725.

**Carol Burger, CEO**  
**Julie Crump, Vice President Resource Development**  
**Ouida Watson, Director of Annual Campaign**  
**Ira Murray, Director of Community Initiatives**  
**Hope Allen, Vice President Community Relations**  
**Teresa Walker, Vice President Finance & Administration**