

FIVE STEPS TO A FUN WORKPLACE CAMPAIGN

Making your campaign fun is the best way to get people engaged and excited to give to United Way.

Here are some ideas to get you started:



Step 1: Develop a Theme

Weave your theme into campaign events and materials using your company logo and the United Way of the Southern Tier logo. Examples:

- Sports – “All stars for United Way”
- Back to School – “The ABCs of Caring”
- Hollywood – “You’re a Star when you Give”
- Travel – “Give Around the World”
- Superhero – “Be a United Way Superhero”
- Music – “Be a Rock Star”

Step 2: Promote your Campaign

Promote your campaign as a fun, meaningful event that happens every year. Take advantage of existing resources or create something new. Examples:

- Videos and emails or messages from your CEO
- Social media posts & frames
- Personalized company campaign videos
- Online donation drive for a United Way agency
- Company newsletter or a special campaign newsletter
- Online goal updates (intranet)
- Zoom presentations
- Virtual speakers
- Employee video testimonials
- Intranet articles
- Screen savers
- United Way trivia quiz or scavenger hunt

Step 3: Create Incentives

Utilize incentives to get pledges in early or to encourage participation, increased giving or department competitions. Remember, people give when they understand the need and impact of their gift, but incentives are a good way to build excitement. Examples:

- Extra vacation day
- Gift card to a local business
- Drive-In theater tickets
- Dinner for 4 from a local restaurant
- Reserved parking
- United Way or company t-shirts or other merchandise
- Casual/jeans day
- Discount cards from local vendors



United Way of the Southern Tier

300 Nasser Civic Center Plaza, Suite 220 | Corning NY 14830
www.uwst.org | info@uwst.org
607-936-3753

Step 4: Hold an Event or Contest

Special events and contests raise awareness of your campaign, raise money on top of pledges and, most importantly, contribute to a strong company culture. Be creative! Make sure your events are strategically scheduled throughout the campaign to build momentum and involve the team in planning and implementation. Most importantly, make it easy for employees at all levels to participate. Letting employees form and compete as teams also adds an element of fun. **Don't forget to take pictures or screen shots for use in communications and future campaigns!** Here are some ideas:

- Hold competitions and charge a fee to participate, offering prizes for winning teams:
 - Virtual scavenger hunts
 - Virtual baby picture guessing contest
 - Virtual talent show
 - Virtual raffles
 - Virtual "stupid" pet tricks
 - Virtual trivia contests
 - Virtual costume contest
 - Virtual run/walk
 - Virtual movie night
 - Virtual recreate famous artwork
- Day of volunteering – find a volunteer opportunity at United Way of the Southern Tier's Get Connected volunteer portal: www.uwstvolunteers.org
- Sell food, services or branded items:
 - Car wash: Team members pay executives to wash their car
 - Bake sale
 - Chili cookoff
 - Silent or live auction
- Other fun ideas:
 - Jail & Bail: Issue a warrant for the "arrest" of an employee or executive. Teams raise money to get their colleague out of jail.
 - Random pledge card prize drawing: Draw a pledge each day and offer branded items as prizes.
 - Offer prizes for departments with the most pledges returned or highest percent participation.

Step 5: Say Thank You!

Be sure to thank volunteers and donors for their contribution to the campaign. Don't forget to communicate your fundraising results! Ideas:

- Thank you posters from United Way
- Awards presentation at virtual meetings
- Video message from the CEO
- Employee e-newsletter article including names and photos of campaign volunteers
- Campaign mementos including certificates, coffee mugs, notepads, pins and plaques
- Party hosted by the CEO
- Awards lunch/celebration
- Public recognition of long-time donors



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