

# CAMPAIGN AWARENESS IDEAS

## Make it Fun!

### Education:

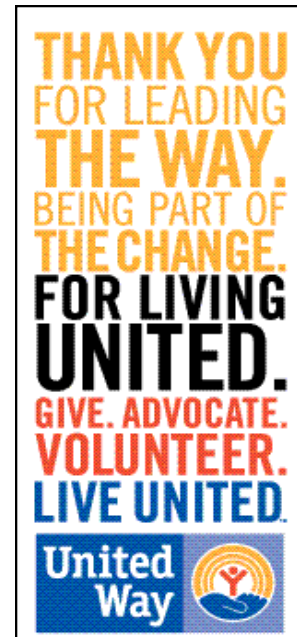
- E-mail United Facts to co-workers or post it on your website.
- United way Trivia Quiz
- Invite agency speakers during lunch
- Campaign Slogan/Theme Contest

### Events:

- Departmental Penny Wars
- Casual Day
- Softball Tournament
- Bake Sale
- Silent Auction
- Management Services Auction
- Sell Popcorn & drinks
- Company Picnic/ CEO Cooks
- Participate in the United Way Events (Annual Food Drive, Loaned Executive Training, Day of Caring, Coats for Children at Christmas, Denim & Diamonds, etc...)

### Incentives:

- Extra ½ hour for lunch for a week
- Dinner for 2
- Passes to leave work early
- Hotel getaways
- Sleep in Pass
- Gift certificates
- Casual Day
- Company T shirts
- Reserved parking
- Movie tickets
- Extra day of vacation
- Lunch with the boss
- Car washed by the boss
- Company promotional items
- Free meal in company cafeteria
- Family Photography by company photographer
- Reserved parking space
- Share of stock
- Professional massage
- Manicure/Pedicure
- Haircut
- Attend United Way Annual Luncheon with CEO
- Coffee & donuts
- Round of golf



# FUN IN THE FUNDRAISER



## Fun ideas for your United Way campaign

### ◆ **Baby Picture Match Game**

Invite employees to try their luck at matching baby pictures of employees or CEO's. Charge employees to vote & award a fun prize to the entrant who stumped the most people or who got the most right answers.

### ◆ **Ugly Tie Contest or Ugly Earring Contest**

Have contestants wear their ugliest tie or earrings and have other employees "vote" on the ugliest by contributing money to that contestant. The contestant with the most money wins a prize.

### ◆ **Executive tricycle races**

Set up a relay course for executives. Let observers "bet" on their favorite contestants.

### ◆ **Back to School**

Collect school supplies for a United Way partner (Boys & Girls Club, O-W Child Care Services, O-W school systems). For fun hold a spelling bee with managers versus employees or department verses department. The winning team receives a prize.

### ◆ **Joke Book**

Employees submit their favorite jokes. Compile the jokes & sell the books.

### ◆ **Puppy Love**

Ever hear pets look like their owner? Test this theory by having employees try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most right answers. (A great prize would be a gift card to a local pet store).

### ◆ **Employee Cookbook**

Have employees donate their favorite recipes to be published in a company cookbook.

### ◆ **Ice Cream Social**

Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop.

### ◆ **Bake Sale**

Have employees bake their favorite treats to sell during break or lunch.

### ◆ **Waffle or Pancake Breakfast**

Sell tickets and have people sign-up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Don't forget the bacon, sausage, butter, etc.!

### ◆ **Mini-Indy 500**

Rent or borrow remote controlled cars & set up an "Indy 500" race. Use office supplies to make the track more interesting. Pay to play and the employee with the fastest time around track wins a prize.

## FUN IN THE FUNDRAISER

### ◆ Hold a Florida Gators Day

Sell tickets to allow employees to wear their favorite UF, FSU, LSU, etc. gear on Friday.

### ◆ Vacation Day

This is probably the most effective and appreciated event. Have employees "buy" a vacation day by contributing a day's wages to United Way.

### ◆ 50/50 or Half & Half

Employees buy a ticket for a dollar. At the end of the day a ticket is drawn and that employee receives half the funds and United Way receives the other half.

### ◆ Mardi Gras

Why not model your campaign after the biggest party in the world?

### ◆ Book, Music & Video Sale

Have employees donate old books, CD's, and DVD's for a company sale, with proceeds going to United Way.

### ◆ A Taste of (your company name)

Create "A taste of the Emerald Coast." Invite local restaurants out in the area to set up their best dishes for employees to sample and purchase to raise money for your campaign.

### ◆ Tailgate Party

Create a sports theme to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips and soda. Allow employees to wear their favorite football attire.

### ◆ Boss for a day

Sell tickets to be the "boss" for a day. The CEO and employee will trade jobs for 1 day.

### ◆ Parking Place Auction

Employees bid on front row parking spaces to be used until campaign season next year.

### ◆ Auction

Gather items to be auctioned off to the highest bidder.

### ◆ Employee Car Wash

Recruit a team of car washers (try to involve management), determine shifts and set up a wash location in the employee parking lot. You can sell "wash tickets" in advance or recruit cars the day of.

### ◆ Christmas Tree Raffle

The month of November set up a Christmas tree full decorated. Have employees purchase tickets to win it.

### ◆ Egg Raffle

Employees buy plastic eggs filled with different items. Some containing paper or candy, but others filled with tickets for a nice prize.

## CAMPAIGN THEME IDEAS

- \* Be a Champion for Your Community
- \* Be Someone's Hero
- \* Caring in Our Business
- \* Catch the Caring Spirit
- \* Changing Lives/The United Way
- \* Disney Day for United Way
- \* Fill the Well of Hope
- \* For the Kid in Each of Us
- \* Give From the Heart and Make a Difference
- \* Give Love/The United Way
- \* Give/Wholeheartedly
- \* Help Brighten Tomorrow
- \* Help the Sun Shine In
- \* I Love Helping, Caring, Giving, Sharing
- \* Imagine What We Can Do Together
- \* Invest In Your Community
- \* Join the Winning Team
- \* Let the Sun Shine In
- \* Lift Someone's Spirits
- \* Love is Working
- \* The Magic of Life is Giving
- \* Make it Happen - Give to United Way
- \* Making it Happen
- \* Neighbor Helping Neighbor
- \* Be a Star in Someone's Life
- \* Caring is Cool
- \* Caring Works Magic
- \* Catch the Spirit
- \* Community Spirit at Work
- \* Experience the Joy Together
- \* Follow the Sun
- \* Generate a Spirit for Caring
- \* Give Life a Lift
- \* Give Your Way With The United Way
- \* Giving Hope
- \* Help Build a Better Community
- \* Helping Everyone/Everyday
- \* Walk a Mile for the United Way Campaign
- \* Insure Your Future With United Way
- \* It Only Takes One/Be the One
- \* Keep the Miracle Happening
- \* Let's Make the Difference
- \* Love - Keep it Working
- \* The Magic is You
- \* Make a Change for the Better
- \* Make Your Life Shine
- \* Making Your Community a Better Place
- \* Orchestrating a Change through United Way

## SAYING THANK YOU

Don't forget to say "THANK YOU". Any of the incentives or ideas above can be used to thank your employees. Also, a letter from your CEO thanking everyone for their participation is another great way to thank employees.

Be sure to let your employees know when you reach your campaign goal!

### Saying Thank You.... Suggestions by local businesses:

- Fort Walton Beach Medical Center-all employees who contribute a min. of \$6 per pay period (26 biweekly pay periods per year) receive a meal certificate to receive free meals for the entire month of January in the hospital cafeteria.
- Whitney Bank- Employees that give 1% or more get a day off with pay
- First City Bank- Employees that turn in pledge forms the day of the presentation-names placed in a drawing for a chance to win gift card.
- CHELCO- provides a large number of door prizes for the day of our UW presentations. Also, we invite several of our top givers to the UW annual luncheon.