

FUN CAMPAIGN IDEAS

It is during times like these that it is as important as ever that we find opportunities to connect with our colleagues. A United Way campaign at your place of employment provides the perfect backdrop for staff engagement while creating awareness of critical community needs. To help you develop a fresh approach to hosting a campaign, the following are examples of special activities you could try during your campaign. Remember, you can always reach out to United Way for assistance or to brainstorm solutions that would accentuate your company's corporate social responsibility culture.

Keys To A Organizing Successful Activity

Recruit a committee with representatives from all levels and locations in your organization. Planning an activity can be time consuming. The more people you involve, the more support you will have.

Choose an activity that is appropriate for your work environment.

Select a date and location. Consider an easily accessible location or web platform if making it virtual.

Develop a detailed plan and timeline with who on your team is responsible for what task.

Assign roles and responsibilities: publicity, prizes, decorations, audio/visual, food (if in person), volunteers, etc.

Report the results to your CEO, colleagues and United Way.

Send "thank you" notes or make telephone calls to everyone who helped.

VIRTUAL FUN and ENGAGEMENT

The following activities can be adapted easily to run virtually. Read through the additional ideas and see if you can find ways to adapt an activity that will adhere to your company's Covid policies and procedures for staff engagement.

Bagging It - Designate a day as "Brown Bag Day" every month or every other month. Encourage staff to bring their lunches on that day and bring in a speaker to talk about a United Way funded program. After the lunch, post a brief summary of the presentation on your website, print it in your newsletter, or distribute via e-mail.

Latte Stand and Giving Example - For more distinguished coffee drinkers, offer a latte-stand during a morning meeting. Remind them how much a cup of gourmet coffee or tea costs. Give examples of what giving up one cup of coffee, one soda or one candy bar a day can do for a person in need. Ask if they can donate that same amount (or more) each week to United Way.

Employee Cookbook - Encourage employees to donate their favorite recipes to be collected, published and sold in a company cookbook. A variation of this theme is to sell books on golf, gardening, etc. Request employees' children provide illustrations. There are a variety of publishing companies who will help you with this.

Video Game Olympics - **Set up a video game console and hold a tournament. Proceeds from entry fees go to United Way.**

Who Is It? - Have co-workers submit their baby pictures and host a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. Give an award for the most correct matches.

E-Bingo - Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

Kids Coloring Contest - A colorful way to get everyone's children involved is to have children color a United Way logo or have them make a picture that shows giving or sharing. These pieces of art are great to use on thank you cards, t-shirts or bookmarks. Sponsor a contest and give a prize to the top three artists. Submit original art to United Way!

Ugliest Apparel Contest - Contestants pay to enter the ugliest tie, earrings, socks, or stockings contest. Have them submit pictures to you then forward to have co-workers and ask them to 'vote' for the ugliest apparel by contributing a dollar per vote.

Picture Match Game - Invite employees to try their luck at matching high school pictures to co-workers, pet pictures or celebrity pictures to executives. Charge employees to vote and award the entry with the most right answers a fun prize.

Scavenger Hunt - Employees pay an entrance fee to hunt for hidden items around the office or neighborhood. Give employees a time limit. Award the winning team a prize. Add themes by having employees dress as detectives or hunt for themed items.

Board Game Contest - Recruit employees to play a chosen online game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

Funniest Home Video - Employees share funny moments caught on video. Vote on the best video, winner gets a prize.

Mystery Hunt - Clues (sent via e-mail or memo) lead hunters to a United Way agency or co-worker who is connected to an agency. You could have a new hunt each week for a month. This is a great way to educate employees about United Way programs and services.

Got Games? - Educate employees about United Way and its partner agencies in a fun way by incorporating a game show theme. Use information from United Way printed materials and our partners' websites. Play the game(s) at a group meeting (in person or online) or give everyone the opportunity to play by creating a worksheet or posting questions online.

Video Game Olympics - Set up a virtual video game tournament. There are many options online. Competitors pay a fee to play with proceeds going to United Way.

QUESTIONS?

Contact Sue Tidd: stidd@unitedwaybc.net

Or call 252.795.6209

