

Fun Company Campaign Ideas

Increase giving by making your campaign both fun and educational with Special Events!

These are just a few of the many examples of special events that can be used for fundraising or a kickoff event for your United Way Campaign! Don't hesitate to contact the United Way staff to provide help with your event. Including United Way or Agency facts can help spark interest in the reason behind all the fun!

Turkey Bowling: Using a hallway or break area line up two liter bottle filled with water. Have the employees roll a frozen turkey to knock down the "pins".

Ethnic Potluck: Ideal for those companies that have multi-cultures. Have the United Way staff help out in serving the luncheon by handing out plates.

Olympics: Don't use the traditional Olympic Games. Brainstorm new ideas – roll the egg (not hard-boiled) across a finish line with your chin, but don't break it! Walk a circle track with a full glass of water using one hand . . . spilling as little as possible. Have a hula-hoop contest. Use your imagination!

Scavenger Hunt: Leave fun clues and have the employees find the items hidden within the company. Timed game is best.

Agency Logo Match: Have employees match the logos of the supported United Way agencies to their name.

Helium Balloons: Using balloons have a sponsor fill them with different coupons. Examples – free drink in the cafeteria, 5% off a product or even a United Way fact!

Flamingos: Employees may pay \$X amount and the obnoxious birds will appear in their choice of departments or someone's office. The only way for the person or department to remove the birds is to pay a "flamingo removal fee". They may then choose at that time where the birds are going to be relocated! People may also purchase "flamingo insurance" this prevents the birds from landing in their office or department! Signs can be made stating flamingo protected!

Matchbox Car Races: Each team can run relay races using the toy matchbox cars. Choose a hallway and "Start your engines!"

Duct Tape for United Way: Choose one person (preferably someone well known such as a CEO or Supervisor) to be duct taped. The employees pay for 2-3 feet of Duct Tape for \$X amount. The person being duct taped stands against a wall on a stool. The people who purchase the tape apply it to the person and the wall. When the person is secured to the wall remove the stool!

Theme Day: Beach Party, Pumpkin Carving, Sports Party, Bowling, Pajama Party – donate pajamas to the shelter, Wedding Party-stock the newlywed's shelves with food. Then donate all the items to a food pantry.

Silent Auction: Instead of traditional items, use theme baskets such as sports related themes, entertainment, fishing, cooking, baked items, etc. Then bidding is done on the entire basket.

Minnow Races: Cut a PVC pipe in half; fill it with water and use as your racetrack. Purchase minnows to be the racers and let the race begin!

Tricycle Races: Set up a course in your parking lot. Remember the trike you use may never be the same since it was intended for those weighing probably no more than 50lbs.

Golf Tournament: Miniature or Regular golf OR set up putting greens throughout your office space. Have a different United Way or Agency program fact at each hole. Sound too easy? How about knee golfing!

Paper Airplane Toss: Use Hula Hoops as your targets! Have people throw paper airplanes (you may have to show them how to fold the airplane . . . but lessons will cost) into the hula-hoops.

Be an everyday superhero: Employees dress as heroes: Batman, Superman, Spiderman, etc. Serve hero (sub) sandwiches.

Balloon pop: Ask business partners to donate prizes. Before filling a balloon with helium, put a note inside some of the balloons with the name of a prize. In other balloons, put a note with a United Way fact. Have employees purchase and pop balloons. Have the end prize be a donated hot-air balloon ride.

Trivial Pursuit/Chess/Scrabble contest: Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

United Way 007: Clues are given to employees in the form of riddles. The department or individual who figures out all the riddles receives a prize at the end of the campaign.

United Way jingle contest: Employees write jingles for United Way. There is \$5 entry fee and voting fee for the best jingles.

Corporate Challenge: Take on another company in your field in a campaign goal challenge.

Incentives for Employee Participation:

Here are a few things you could give away to encourage giving:

Paid time off—Corporate promotional items—Movie passes—Gift cards/certificates—Cups/mugs/can huggers—T-shirts—Reserved parking—Pizza parties—Gas cards—Door prizes—Vendor promotional items—Tickets to local events—Gift baskets—Weekend vacation getaway—Extended lunch hours.

Some criteria for receiving a gift could be: rally attendance, pledging any kind of gift, trivia game winner, etc. Incentives can also be given to departments or teams for group performance. Groups with the highest per capita gift, 100% participation, or best attendance at rallies, etc.

Fun things to do for your United Way Rally:

It's always a good idea to spice up a United Way presentation with a few fun activities. Here are a few examples of things to do to liven up the meeting:

Have a "Casual Dress Day" on the day of the rally - Provide refreshments—Create a UW trivia game—Put up simple decorations—Do a theme-based rally (Mexican Fiesta, All American, etc).