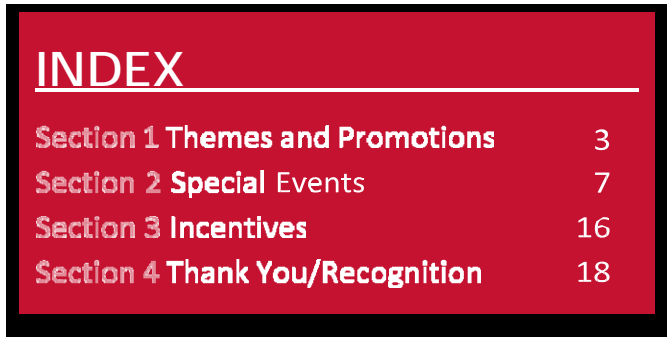




CAMPAIGN IDEA BOOK

This booklet is a compilation of great ideas to help you ignite an exciting and effective employee campaign! Included are simple promotions as well as unique and successful events actually implemented by local organizations.



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Remember that not everything you do has to make money. Sometimes just getting together for fun and team building can be a good way to remind people about your campaign.

Use this booklet as a starting point to help develop campaign ideas tailored to your company's theme, or to use as a "thank you" for your employees.

Have fun and be creative!

A United Way Sponsored Campaign Representative (SCR) will be working with you and will be available to assist you during your campaign. Please don't hesitate to ask for his/her help.

Section One

Themes and Promotions

Personalize your campaign by establishing a theme that generates related activities. By involving more employees, your company's campaign becomes their campaign.

Themes build enthusiasm, capture attention, and make your company's campaign more meaningful and educational. Involve others in creative brainstorming. Don't be afraid to explore different options, just remember to keep it in good taste.

Included in this section are flyer ideas to get people motivated to attend a campaign rally or to remind them to turn in their pledge card.

Be a Lifesaver

Write "Be a Lifesaver, Please Give" on a sticker and wrap it around a roll of Lifesavers. Continue the theme throughout the campaign by providing facts and real-life stories about people who have been helped by the "lifesavers" in the community.

Break for United Way

Distribute a bagged breakfast to employees as they walk in the door one morning and announce the beginning of the campaign by saying, "Break for United Way Campaign". Wear hard hats and construction vests as you hand out the bags.

Chip in for United Way

Place chocolate chip cookies on employees' desks with a note attached announcing the start of the campaign and asking employees to "Chip in for United Way".

Decades of Caring

Choose a 50s, 60s, 70s or 80s theme and have employees dress accordingly. Display pictures of long-time staff members helping with community service projects or participating in United Way campaign activities from the days of old.

Save the Day with United Way

Allow employees to wear their favourite super hero t-shirts or dress as their favourite hero for a price.

Hurray For Hollywood

Roll out the red carpet and hold events centered around the silver screen. Take pictures of everyone holding a replica Oscar and post these pictures on paper stars in the designated "director's studio". Over the lunch hour, show a movie and charge a small admission fee. Serve popcorn to the patrons.

On the Road to Community Betterment

Make signs in the colors and shapes of road signs which say: "CAUTION: Pathways out of Poverty"; "STOP Hunger"; "ONE WAY to End Poverty"; "YIELD: Think of Someone Else First". Take pictures of your employees and put them on colored construction paper. Build a block with photos and place a sign next to it with the theme, "Building a Better Community".

"Raisin" Money for United Way of the Alberta Capital Region

Bring small boxes of raisins and attach a note to the box that reads, "We are raising money for United Way." Continue the theme throughout the campaign by providing facts about UW as well as where the money raised goes.

Reality Campaign

Get real with your employees and conduct your campaign with a theme centered on the reality TV shows that have taken over the world! Hold daily activities with a tie to the numerous reality shows that are out there, e.g. Survivor picnic, Who Wants to be a Millionaire trivia, etc...

We're Cooking Now

Have an employee potluck lunch. Each employee brings a favourite dish. What a great way to show support for your campaign or to announce your campaign results. A variation of this would be to have a Hawaiian Luau.

You're a Star When You Give to United Way

Invite all the employees to the campaign rally using a big yellow star made out of construction paper. On one side of the star, write the campaign theme, and on the other side, list the date, time and location of the rally.

Battle of the Sexes

It's the men against the women in the company to see which one gets the highest percent participation. At the kick-off meeting, have a short game show in which 2 men and 2 women "volunteer" to be contestants. Women have to answer questions about topics that men know a lot about, and vice versa.

In Hot Pursuit of Cool Millions

Campaigners dress up as spies wearing trench coats and carrying magnifying glasses. Pass out United Way informative messages in code and offer a prize for the employees who can decode the messages.

Beach Bash

Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Have a casual day and tell everyone to wear their favourite Hawaiian shirt. Award prizes for the best outfits.

More Themes

- › Be a Champion for Your Community
- › Catch the Caring Spirit
- › Go for the Gold
- › Make Your Mark
- › Portraits of Giving
- › Your Gift Works Magic
- › Do Something Wonderful
- › Light Up a Life
- › Touch a Life
- › United We Stand
- › Building a Better Community
- › A Race Everyone Wins
- › Be a Star in Someone's Life
- › Share Your Light

Treat Themes

Place a treat on the employee's desk with a message such as:

- › Donut forget to turn in your contribution card
- › Please make Pay Day part of your day!
- › You don't have to have a Mint to give to United Way
- › It doesn't take 100 grand to help, but it means millions to so many!

Late Meeting Fee

\$.25 to be placed in a late attendance jar for each person who arrives late to a meeting.

Tailgate Lunch Party

Host a parking lot tailgate towards the end of the business day with food, beverages and fun tailgate games.

Cookie-Grams

Employees purchase treats for \$1 or \$2 to be sent to others with a special message.

Fitness Challenge

Entry fee into the contest with weekly weigh-ins. Use some of the money obtained from entry fee towards buying a prize for the winner and then donate the rest to United Way.

What's Your Sign?

Display United Way on electronic signboards, marquees, billboards and other high-visibility spots.

Parking Spot Auction

Auction off prime parking spots to employees.

Thank-You-Gram

Send a United Way thank-you to any and all who helped to put these ideas into practice, or for anything else.

Section Two

Special Events

Special events are your opportunity to add a little something extra to the campaign.

Not only do they raise extra money for UW, but they can be instrumental in team development and great for company spirit. Use this as an opportunity to further educate your co-workers about UW and most importantly, have fun! Remember, not every special event has to be elaborate, but please stress that the support of the activities is in addition to the individual campaign pledge.

When choosing a special event, we know that your campaign budget is a major factor in the process. To help guide you through the ideas we've created three levels, Small Budget, Medium Budget, and Large Budget.

Also, please keep in mind that prizes/incentives should be consistent with CRA guidelines. If you have any questions, please contact your Finance Department.

Small Budget

A-Dollar-an-Inch Contest

Company executives participate in an all-day competition to see who ends up with the shortest tie. Employees who turn in their contribution cards cut an inch off their favourite executive's tie. Prizes are awarded for the shortest tie, the ugliest tie and the quickest to lose their tie.

American Idol / America's Got Talent Contest

Employees can conduct an Idol contest, based on the hit TV shows such as American Idol. Employees make a donation to vote for the management-singing group of their choice. The duo or group that attracts the most will sing a song of their choice in front of the audience.

Auction

Send out an email message to your employees announcing an auction and outlining the items available. You may also want to post flyers with the same information so they have a constant reminder. Ask employees to donate items or ask your generous vendors for goods or services. Determine what items will be auctioned off and how long the auction will last. Possible auction items could include: hockey, football tickets, symphony tickets, concert tickets, dinner for two, round of golf, etc. At the end of the auction, announce the winners with an email message to all employees.

Baby/Pet Picture Matching Game

Invite employees to try their luck matching baby pictures to pictures of management or department heads. Award the entry with the most correct answers a paid day off or some other fun incentive. A twist on this favourite special event is matching the photo of a pet to their owner. Charge employees \$2 per ballot.

Back to School

Relive the glory years of school (without all the homework). Hold a spelling bee with managers versus employees or department versus department. Contestants must spell the word correctly or everyone on the team must pay. The winning team receives a prize. Or email United Way pop quizzes to employees with winners receiving a prize. Give away customized lunch boxes. Have employees' kids help in the decoration of flyers and custom printed materials.

Balloon Pop

Employees donate prizes for this event—a variation of the traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize written on it. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won.

Candy Jar Guessing

Fill a jar with candy or other items and display it in the office or employee break room. For \$1 per chance, the employees can guess how many items are in the jar. At the end of your campaign, the employee that has the closest guess wins the jar and its contents.

Casual Day

Sell Casual Day stickers that allow employees to dress casually on certain days. Employees purchase badges for \$10 for a week or \$2 a day.

Chair Derby

Set up a relay course for employees to go through, sitting in chairs or riding tricycles. Use a stopwatch to time the contestants with the best time winning a prize. Participants pay \$2 to play and observers wager \$1 on their favourite contestants.

Children's Art Contest

Distribute photographs of one or two top executives for employees to take home for their children (12 and under) to draw. Charge a \$5 fee to the parents submitting entries. Employees vote for the best drawing by paying \$1 per vote. Have an official critique of each work and display the collection in an "official" art gallery. Or, give kids a drawing topic such as "What does hope mean to you?" or "Helping others".

Chili Cook-off

Have a chili cook off for all those people who think they make the best chili.. Offer prizes for the winner and gifts for the other participants. Why should the judges be the only ones enjoying the feast? Charge admission and have a chili lunch for your company's campaign kickoff. Another option may be for the company to reimburse each chili entrant up to \$10 for the cost of ingredients.

Coin War

Supply each department with an empty bottle from the water cooler. Invite employees to drop in spare change. For a fun twist, designate dollars as sabotage amounts and encourage competing departments to drop greenbacks into each other's bottles. At the end of the campaign, count coins and subtract dollars. The department with the most money wins and all proceeds are donated to United Way.

Crazy Days

Encourage your employees to show their wild side. Some examples are:

- › Monday: Western
- › Tuesday: Ugly earrings/tie
- › Wednesday: Outrageous socks
- › Thursday: Turn back the clock (60s, 70s, 80s)
- › Friday: Outrageous hat

Crazy Olympics

Employees compete in crazy athletic events for prizes. Participants donate a \$5 fee to enter. Observers wager bets on their favourite entrants. Examples of events: obstacle course, three-legged race, tricycle races, miniature golf (using beach balls, pool cues, etc.)

Early Bird Gets the Worm

In the middle of your campaign, treat contributors who have already turned in a contribution card. Place a balloon on their desk with a note of thanks. This encourages employees to turn in their contribution cards early, while recognizing individuals who are eager to give.

Email Bingo

Sell bingo cards leading up to the day you'll hold email bingo. Throughout the day, call out numbers using email. The first one to get bingo emails the number caller saying they have bingo. Award prizes to the first three winners.

Executive Prison

Transform an office into a jail cell. Arrest managers and executives and allow them to make telephone calls to their staff members to bail them out. All bail collected will be added to your campaign total.

Miniature Golf

Build a nine-hole course around the office featuring ramps, water and sand. Have each department design their own hole(s) and award prizes for the most creative, most difficult, etc. Low score wins a prize. In case of a tie, hold a sudden death playoff. Interested twosomes return an entry form, bring a putter the day of the event, and pay an entry fee of \$5.

Oldest Company T-Shirt Contest

Dust off those old company t-shirts and model them proudly in this fun special event. Charge a \$3 entry fee and have a fashion show to display the history of logo changes and company mergers. Award new company gear or clothing gift certificates to the winners.

Paper Airplane Toss

All contestants pay \$2 for each sheet of the designated airplane paper. Use hula-hoops as your targets. Have people throw airplanes into hula hoops for accuracy tests, have a competition for furthest flight and award prizes for best designed aircraft.

Put Yourself in Their Shoes

Ask employees to wear a crazy pair of shoes and enjoy a wild and crazy lunch. The menu: foot-long hot dogs, shoestring potatoes, corn chips, archway cookies, and sole music, i.e. Blue Suede Shoes and These Boots Were Made for Walking.

Scavenger Hunt

Employees participate in a scavenger hunt that requires them to find unusual items from around the neighbourhood or office building. You can plant items with selected employees, for others to discover. Teams of four pay a group entry fee. If each team member is from a different department, automatically award them ten bonus points.

Shave the Boss's Head

Create a chart to keep track of set company campaign goal. If the goal is reached or exceeded, the boss shaves off his or her hair. Have a photo image or drawing of a boss without hair at the top, displaying result of reaching goal, or show progress posters with the slow removal of hair, as the employees get closer to the goal.

Taste of (your company name here)

Invite local restaurants in the area to set up their best dishes for employees to sample and purchase in order to raise funds for your campaign.

Tricycle Races

Create teams of three or four. Teams are named and publicized in advance, allowing employees to make their pledges or bet on the winning team. Team members ride large tricycles through a predetermined course through the office. Possibilities include: through hallways, lunch/break rooms, around cubicles, chairs, and in and out of offices. Fans are able to watch and cheer from different areas around the office.

Trivial Pursuit Match/Game Show Contest

Hold the trivia challenge during a staff meeting. For a more game-show like effect, use noise makers or bike horns for buzzers and give contestants life-lines that they can redeem throughout the game. Award prizes to winners.

Tug-of-War

Have hourly vs. salaried staff or interdepartmental competition. Each team pays an entry fee with the winning team winning a prize. Could be an extra casual day or perhaps they could be let off early on a Friday.

Ugly Lamp Month

Use any elephant (an ugly lamp works great) and offer the opportunity to purchase points to move the item to someone's work space or keep it out of your work area. Calculate and move daily, weekly, etc. Wherever it ends up at the end of the time period, it must stay for one month.

Ugly Tie or Ugly Earring Contest

All contestants pay \$5 to wear the best ugly tie or earrings they own. Place voting boxes around the office and charge \$1 per vote. Employees vote as many times as they want for their favourite. Bring a Polaroid and charge for photos taken of employees with their favourite contestant.

Video Game Party

Employees volunteer to bring in video game systems and the company provides snacks. Charge \$5 per person to compete in a tournament or to play video games for set amount of time. If you hold a tournament, provide prizes, maybe even a video game system.

Whipped Cream Sponge Throwing

Instead of a pie-throwing contest, use a sponge with whipped cream on it. Get management to be the target and let employees buy chances to cream the boss.

Basket Shooting Contest

Employee contestants get pledges for the number of baskets they make in a 3 minute period. You can create teams to get the competitive juices flowing even more.

Comedy Hour?

Ask a local comedian or improv group to donate their services over the lunch hour. Or you could also have the office clown give a stand up bit. Have employees buy tickets to attend.

Funniest Home Video Contest

Invite employees to create their own home or work videos. Charge an entry fee at a viewing party. Offer a prize for the best video and have the audience vote to see who wins.

Good Neighbour BBQ

Join with other companies near your business to have a cookout with games and giveaways. Have a speaker present and invite families from area agencies to partake in the festivities.

Health and Giving Event

Have each department host a health event such as a yoga class, stress reduction workshop, or nutrition and personal trainer consultation. Charge employees to attend each event.

International Food Day

Employees team together to create a lunchtime taste of the world, complete with decorated booths and costumes. Employees purchase tickets redeemable for food at the booths. Have a panel of celebrity judges and award prizes.

Picture with a Celebrity

Obtain a life-sized cutout of a celebrity. Sell picture taking opportunities for \$1 each.

Medium Budget

Dog Salon

Invite those furry friends in for a wash to remember. Hold it in the company parking lot and invite executives to help wash. Have treats for both the pooches and the owners, and charge a fee for different services. The Gold Package could include a wash, condition, style, massage and blow dry.

Employee Cookbook

Collect recipes and helpful household hints for a customized cookbook. Print and bind books in-house, or find a local print shop to donate their services. This has been a popular event, so plan for an enthusiastic response! Sell them to employees for \$5 a book.

Executive Car Wash

Employees donate \$5 to have their car washed at high noon by their boss. As a twist, have the boss dressed in business attire. Charge extra for special services like cleaning the interior or polishing the rims. Charge for Polaroid photos of the employees and the boss washing their cars.

Happy Halloween!

Plan a Halloween theme and hold a pumpkin carving contest. Find a local business to donate pumpkins for your event. Individuals or groups can enter carved pumpkins. Award prizes in various categories:

- › Best traditional pumpkin
- › Most creative pumpkin
- › Best effort by a group
- › Best effort by an individual

Throw a Halloween costume party at the end of your campaign to display the pumpkins and announce the dollars raised by employees. Also give prizes to the employee sporting the best costume.

Less Stress for United Way

Bring in a professional who will donate their services for stress reduction. Have employees pay a minimal fee for a chair massage, aromatherapy, manicure and yoga class. Watch the stress melt away from your employees and watch the special event dollars roll in!

Office Indy 500

Rent or borrow remote-controlled cars. Set up a racetrack constructed from items around the office and charge racers \$2 per race. Conduct time trials or have head-to-head competitions to determine the Office Indy 500 champion.

Pancake/Waffle Breakfast

Sell tickets and have people sign up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria. Each department can donate an item.

Basket Raffle/Silent Auction

Invite each department to assemble a basket of items that employees will buy individual chances to win. Make an event out of it and use a large conference room to stage Basket Central where employees will peruse the items and submit chances or bid for their favourite items. Award prizes to the department(s) who put together the most creative or most coveted basket.

Build Your Own Sundae

Create a sundae bar with an assortment of ice creams and a wide variety of toppings. Sell to employees for \$3 or this can also serve as a thank you event.

Favourite Sports Team Day

Sell buttons that allow employees to wear their favourite sports team on a Friday or any game day during the season. Host a Tailgate Party during the lunch hour for those who purchased a button. Provide hotdogs, chips, soda and ask employees to bring their favourite dish to share. For even more fun, play sports trivia.

Large Budget

Golf Tournament

Invite employees, families and outside vendors to participate in a golf outing that supports UW. Choose a best ball format to get more casual golfers involved. Have pin prizes for the longest putt, closest to pin, and longest drive. Wrap the day up with a reception including food, drinks, door and pin prizes.

Karaoke Party

This has the potential for being a big fundraiser and a great team builder! Participants pay \$2 to enter and are given a list of songs and a pledge sheet in advance. Participants ask employees to support them by pledging an amount of money. A variation to this would be to have Executive Karaoke. Employees pay money for executives to get up and sing the song of their choice. Provide the rock stars props such as funny hats, boas, sun glasses and other costume items.

Mardi Gras

Invite a jazz band to play at your kickoff event. Hold a parade float contest, with departments decorating shoeboxes as floats. Sell bead-o-grams (beads with thoughtful messages attached). Host a Cajun potluck.

Sumo Mania

Call a local rental company and rent the Sumo Wrestling package. Recruit top management or high profile employees in the company (receptionist, executive assistant, etc.) to participate. Place containers with a photo of the participant on it in the lunch room. Employees will determine who will be the sumo wrestlers by placing their vote and \$1 in the container of choice. At the end, the votes are counted and the two with the most money face off in a match. Let the wrestling begin!

Bowl-A-Thon

Ask employees to participate and consider charging \$2 to enter. Give each participant a pledge card in advance to use when asking employees for their support. Make the event fun and encourage fan support.

Carnival

Invite employees to an old-fashioned carnival, complete with a cake walk, bake sale and 50 cent hot dogs. Don't forget to hand out balloons! Hold a ring toss and charge participants per turn. Set up a dunk tank with all your favourite dunkable executives. Charge \$5 for three balls or \$10 for a guaranteed dunk. Throw a pie at your favourite executive for \$5.

Casino Night

Ingredients for a successful Casino Night*:

- › Complimentary popcorn and soda
- › Executive staff serves as dealers, cocktail waiters/waitresses or emcee's
- › Poker chips and raffle tickets
- › Blackjack tables
- › Texas Hold 'Em Tournament
- › Bingo game
- › Award prizes to the chip leaders/contest winners

*Please note if you are paying for the chance to win \$ or a prize, special gaming licensing is required. Casino nights will need to be held in an actual casino.

Money Grab

Sell raffle tickets at \$2 each or three for \$5, for a chance to win cash and prizes in a rented money machine. This inflatable booth blows the money, tickets, etc. around, and the employees have a limited amount of time to grab for the cash. You determine how many people will be drawn from the raffle to participate.

Executive Fantasy Auction

Have executives at your organization create fantasy packages, which employees can bid on at a special auction. Packages could include fishing trips, dinners or movie ticket. Executives could also auction their special services. For example:

- › Cooking the winning bidder a special dish
- › Mowing the winner's lawn
- › Changing the winner's oil
- › Babysitting the winner's children
- › Washing the winner's car

Section Three

Incentives

Incentives are a great way to get people involved in your campaign. They can be incentives to attend meetings, return contribution cards or to give.

Incentives can be raffles, giveaways, early bird contribution card returns, friendly department competitions and the list goes on! Just remember that incentives should be consistent with CRA guidelines. If you have any questions, please contact your Finance Department.

Also, remember that token incentives are more effective than expensive incentives. Some people may react negatively to the idea of a lavish reward for giving to United Way. It can seem inconsistent with the spirit of United Way, so please use your best judgment. A good place to start is with your vendors. Your vendors may be able to provide gifts or loan merchandise. It is a great way for a company's vendor to show how much their business is appreciated while it spreads awareness of United Way.

The following examples are ways to help stimulate creativity. Many of these could be used as fundraisers, too.

Gift Certificates/Tickets

Here are some suggestions:

- › Airline
- › Arcade
- › Bakery
- › Ballet
- › Beauty/Barber
- › Concert
- › Gas
- › Gym membership
- › Hotel/Resort
- › Magazine subscription
- › Mall
- › Massage
- › Movie
- › Oil change
- › Opera
- › Photo shoot
- › Restaurant
- › Sports.
- › Symphony
- › Theater
- › Video Rental
- › Yard service
- › Autographed memorabilia
- › Babysitting service
- › Buttons or pins
- › Cafeteria Coupon for a free cookie, soda or fruit
- › Casual dress days
- › Coffee served at a donor's desk each morning for a week
- › Company logo items—t-shirts, toys, mugs, etc.

- › Deliver special lunch from their favourite restaurant.
- › Employee-designed t-shirts for contributors.
- › Executive parking spot for a week, month or year, or covered parking.
- › Flowers every month for a year.
- › Gift basket from a local specialty shop filled with baked goods and snacks.
- › Golf Lessons.
- › Homemade craft or cooking donated by employee.
- › Housecleaning service provided by top management or a professional cleaning company.
- › Job swap
 - » Boss does winner's job for a day.
- › Limousine service to and from work.
- › Lottery tickets.
- › Lunch or dinner with executive.
- › Morning pastries or pizza party for the department with the most participation, highest per capita or largest increase in givers.
- › Office cleaned.
- › Open soda machine if company reaches goal.
- › Send the winning department to an afternoon movie of their choice.
- › Share of company stock.
- › Sleep-in-late or leave-work-early passes.
- › Time Off
 - » One of the most appealing and cost effective incentives that you can offer, including:
 - » Vacation
 - » Two hours off per month to volunteer at an
- › Lunch hour extension.
- › Traveling trophy for department with highest participation or percentage increase.
- › Use of the executive office.
- › Office Equipment
 - » Give away equipment your company no longer needs, but still in good working order.
- › Office Dance Off
 - » For a set donation amount, employees can cast votes for co-worker who will have to perform a dance at the end of Campaign.

Section Four

Thank You/ Recognition

Saying thank you is very important. These two simple words show appreciation to your donors, and sets the tone for year-round communication and next year's campaign. There are many ways to thank employees, including a personal thank you note or small gift of appreciation.

Use your imagination and be innovative. There are many ways to convey your gratitude on behalf of the many who benefit from The UW Campaign.

Ads

Run Thank You ads in local publications.

Article

Place an article in your internal publication, social networking site or website.

Cupcakes

At the end of your employee rally, give out cupcakes or cookies that have "Thank You" on them.

Management sponsored

The management can say thank you to the employees by sponsoring:

- › Breakfast, lunch or an evening reception, either catered by a local restaurant or personally prepared by management.
- › Handwritten notes from the campaign committee/management.
- › Banana splits or root beer floats served by management.

Messages

Put thank you messages, which announce the company's campaign results, in paycheck envelope stuffers, in employee newsletters, on email or voice mail, and on closed-circuit TV.

Sundae Party

Hold a build-your-own-sundae party.

Thank You Letters

Ask the management to send personal thank you letters letting the employees know that their contributions were appreciated.

Personal Thank You

Executive team walks the floor to give a personal thank you to employees.

Leadership Givers should also be thanked for their personal commitment to United Way and the community; one way to do this is by having the management host an evening reception to recognize their contributions.

And last, but not least, thank you for the time and effort that you've dedicated to organize your company's employee campaign!