

Stateline United Way staff are available to help answer your questions, provide the materials you require, speak at your kickoff rally and anything else you may need.

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It's our job to help you make your campaign a success. We'll help you come up with ideas and even develop any specialty materials you might request.



# Fun Ideas

## To Run Your Campaign!



**GIVE. ADVOCATE. VOLUNTEER.**  
**LIVE UNITED** 

### **Please Keep In Mind**

The emphasis of your campaign should be placed on employee education and giving through payroll deduction. Special events should complement your campaign and not replace it. Many companies incorporate extra events into their campaign to increase participation and excitement. Hold special events after employee educational meetings have been held and pledge forms turned in.

### **Incentive ideas for your Campaign**

Incentives can be used to facilitate the speedy return of pledge forms, increase participation, increase giving, encourage payroll deduction or Key Club giving. Make sure your incentives fit your budget. Some popular incentives are:

- ◆ Offering employees an opportunity to get their name in a drawing by:
  - being a first-time giver
  - increasing their gift at least 5% from the previous year
  - giving at least \$2 per pay period
- ◆ Put the names of all United Way donors in a drawing for a VIP parking space. There can be a different winner for each month of the year.
- ◆ Offer prizes to create challenges between departments. The department with the most donors could get lunch delivered and served by a manager.
- ◆ Sporting event tickets
- ◆ Open soda/candy machine (no charge for employees)
- ◆ Free oil changes
- ◆ A day off with pay (by far the most favorite incentive you can offer)
- ◆ Gift certificates
- ◆ Casual dress day (United Way has casual day stickers you can give or sell)
- ◆ "Sleep in Day" (arrive at work a couple hours late)
- ◆ Valet parking with a car start/warm-up start during a cold week
- ◆ Lunch on fine china in cafeteria served by CEO or other key manager
- ◆ Cocktails and dinner at home of CEO or other key manager
- ◆ Movie passes
- ◆ Coffee or flowers delivered by company CEO
- ◆ Assistance with income tax from accounting department
- ◆ A dozen cookies (or flowers) each month for a year

### **Prize Drawings for your campaign continued...**

**Raffle Rush** -- Prizes are provided by the business. They can be wrapped, or not, and displayed on a table. The first employee to leave the campaign rally and drop their completed pledge card in a basket, with a total gift of at least \$50, gets first pick of the prizes, and so on until prizes are gone.

**Recognition** - Recognize those who donate at least \$1 a week to the campaign by putting their names up for all to see. Here's how:

*Build a Bouquet* - Cut a large flower pot out of poster board and stick it to a wall. Then put donor names on flowers and stick the flowers to the wall. Watch your bouquet grow.

*Helping Hands* - Give each donor a life-sized hand cutout which they are to sign. Then hang the hands in a chain around your lobby or break room to promote giving and increase morale.

**Rummage Sale** --Coordinate a company rummage sale, inviting employees to donate their junk. Open the sale to the public and donate money to help United Way and its member agencies.

**Scavenger Hunt** -- Have departments form teams and compete to see which can come up with the most facts or memorabilia about United Way. (The U.W. office can help provide facts.)

**Sweet Rewards** - give each employee a heads-up that the campaign is going to start by giving them a card which says "I hope you chew-z to give to United Way," and include a stick of chewing gum. Or give them a card with a piece of chocolate candy and express the hope they will "help to sweeten someone's future" by giving. (These ideas could also be used as thank-you cards to those who gave to the campaign.)

**Tailgate Party** -- Create a sports theme for your campaign, to coincide with football season. Back a truck into the employee lounge, lower the tailgate and sell hot dogs, chips, soft drinks and peanuts. Enter the names of all employees who turned in a signed pledge form during the first hour following the tailgate kickoff, into a special drawing.

**Trade Jobs** -- Have a drawing. The boss helps the winner do the winner's job for the day.

**Trivia Contest** -- Try a United Way trivia contest. U.W. can help provide a list of questions. Make posters ahead, sharing information relating to the questions. Leave them up for a week. Then remove the posters and hand out trivia questionnaires to donors. Those who answer the most trivia questions correctly get their name put in a drawing for a prize.

## Prize drawings for your campaign -

**Be creative.** Here are some ideas: (Prizes have included a weekend at the manager's cabin, an afternoon fishing on the boss' boat, a fast-food lunch served to the winner once a week for a month, a can of soda delivered to the winner's work station every day for a week, or even a jar of home-canned pickles.)

**Bull's Eye** - Have donors throw a dart. Anyone getting a bull's eye gets to draw a prize from a large jar. The jar should be filled with names of prizes you have available. Some of the chances can say, "Sorry, better luck next time." Or better yet, the losers can each be given some small token like a coupon they can redeem for a free cookie in the break room.

**Envelope Pick** - Each donor gets to pick an envelope and upon opening it will find a message telling them they either won or prize or didn't win. Or, you could choose to fill EVERY envelope with at least a small prize such as a lottery ticket, movie ticket, restaurant coupon, a small note pad, bookmark or thin piece of chocolate.

**Caring Hearts** - Make small hearts and write on the back of them either the name of a prize or a statement like "Sorry, better luck next time." Paste the small hearts on a large heart. Each United Way donors to draw a heart and take their chances at winning a prize.

**Break a Balloon** - Blow up balloons, putting the prize name or "Sorry" message in each balloon. Donors get to throw darts at balloons to see if they won.

**Pumpkin Carving** - Invite employees to enter carved pumpkins individually or by teams. Charge \$1 to enter. Put a money jar next to each carved pumpkin and let employees vote by putting money in the jar of the pumpkin they like best. The one with the most money collected is the winner.

**Pumpkin Sale** - If you can find a local business or farmer to donate pumpkins, you can sell them to employees to take home for their families or to give to their staff members.

**Raffle** --Have management donate prizes. Assign a jar for each prize. Employees buy tickets which they use to put their name in a drawing for their prize (or prizes) of choice. They can put their name in once for each ticket they purchase. At the end of the week a name is drawn from each jar to receive prizes.



## Incentive ideas for your campaign Continued...

- ◆ United Way promotional products (see catalog)
- ◆ Family portrait by local photographer
- ◆ Clothing with your company name
- ◆ Services such as a car wash, babysitting or lawn mowing
- ◆ Signed Packer football or Bears memorabilia (see training manual, or call United Way)
- ◆ "Early Out Day," when they get to leave work a couple hours early
- ◆ CEO works in winning department for a day
- ◆ Pizza party for winning department



### MONEY SAVING TIP:

**One of our best tips for offering prizes:** Talk to whoever orders supplies for your office. Office supply catalogs many times offer a free gift for ordering a certain dollar amount of office supplies. Stateline United Way has received everything from bath splashes to tins of cookies to televisions to luggage - and used these items for giveaways at our annual trainings. If you order online, you automatically start getting e-mails from these companies regarding special deals.



## Theme Ideas for your Campaign:

Try [www.orientaltrading.com](http://www.orientaltrading.com) or [www.ustoy.com](http://www.ustoy.com) when looking for affordable items for your themed campaign.

**American Idol** - Send invites to all departments to attend your campaign kickoff. They could read, "Are you the next American Idol? Come to the United Way Campaign Kick-off and you will be our idol." Make a sign that says "American Idol," then trim with steamers and white Christmas lights. You can also decorate a "Judges Table" to be used to serve food from. Set up a karaoke machine and during the week of your campaign, let people go this area during breaks to sing. Once your campaign is over, give certificates to departments for increasing the number of donors, increasing giving by the largest percentage, having everyone in their department donate, and so on.

**Beach Party** - Fill a couple of small swimming pools with sand and have teams compete to see who can build the best sand castle, or just let everyone wiggle their toes in the sand for fun. Play Beach Boys songs, serve hot dogs with soft drinks and give prizes for those wearing the best swimming gear. Fill toy pools with sand and have sand castle building contests.

**Circus or Carnival** - Have clowns serve goodies like corndogs and cotton candy or snow cones. Have games like a fish pond, bean bag toss, Frisbee toss, hoop shoot, etc. Create a giant Ferris wheel of construction paper on the break room wall to display the names of United Way donors.

**Ethnic** - Make it a potluck campaign kickoff and ask everyone to bring a dish which depicts their heritage, or just one they really like to eat. Ask them to also bring a recipe for the dish, to be included in a cookbook. Everyone who gives at least \$2 a week to United Way gets a copy of the book. Others much purchase it, with proceeds to United Way. Play an ethnic game, like selling chances to hit the Piñata.

**Fall Harvest** - Pumpkin decorating, Halloween festivities and bobbing for apples could be considered. And be sure to serve donuts with cider. One local company had a pumpkin decorating contest, and required that everything used to decorate be items found within the company.

## Activities to help make your Campaign fun continued...

**Crazy Dress Days** -- Wisconsin Knife Works held "Crazy Days" and encouraged employees to show their wild side. Crazy Day ideas include Stupid Hat Day, Outrageous Socks Day and Sports Team Day.

**Create a Game** -- Attach a United Way quiz to a brochure which holds answers to the questions. The completed quiz is turned. All those with correct answers are put into a drawing for prizes. (Talk to United Way about helping put this together.)

**Fair Share Drawing** -- Put all Fair Share givers into a hat and do a drawing for a prize.

**Fifty-Fifty Drawing** - Sell chances for \$1 each. Half the winnings go to United Way and half go to the person whose ticket is drawn. Or reconfigure your amounts so that United Way gets 75 percent of the proceeds and the winner gets 25 percent.

**Getting to Know You** - Help your employees get to know one another a little bit better. Divide an 8x10 piece of paper into 20 squares. In each square list an item such as "has taken a vacation out of the country in the past year," "takes more than 3 magazine subscriptions," "has more than five grandchildren," "owns a Harley Davidson cycle," etc. At your campaign kickoff give a sheet to each person who enters the room. Instruct them to interview people in the room and put the person's name in the square that matches their description. When the sheet is full they can turn it in. The sheets are put into a drawing for a prize.

**Grounds for Giving** - Have the company give United Way 10 cents from each cup of coffee purchased in your break room for a week

**Guessing Game** -- Employees guess what the organization's total gift to Stateline United Way will be this year, or the per capita gift. Offer prizes.

**Halloween Insurance** - You can recruit a team of employees willing to provide clean-up at your home in case of Halloween pranks such as toilet paper or soap on windows. You sell insurance to all takers, and then your team shows up the day after Halloween to clean up any prank damage.

**Heart Healthy Salad Bar Lunch** -- Charge for a trip through a salad bar set up in the company lunch room. Be sure to add a nice variety of breads.

**Helium Filled Campaign** -- Campaign solicitors are given pledge forms, helium balloons and a list of employees they are to visit in the a.m. Each employee who fills out their pledge form then and there, pledging at least \$52, is given a balloon. The balloons contain messages and some contain door prizes. At noon employees gather in the lunchroom to break their balloons and door prizes are distributed. *(If you choose this activity, it's important to let employees know well in advance so they can be ready to make their pledge that day. Some may need time to talk to spouses, etc.)*

## Activities to help make your Campaign fun continued...

**Carnival** -- Try a carnival theme with hot dogs, soda and popcorn. Employees earn tickets by making a pledge to United Way. The bigger their pledge, the more tickets they earn, which can be redeemed for food, or chances to win prizes at games like ring toss, fish pond, balloon pop, hoop shoot, cake walk or chance to throw pies at executives. Prizes could include things like a day off with pay, or opportunity to park in the boss' space for a month.

**Casino Night** --What are the ingredients for a successful Casino Night? A few blackjack tables, one Bingo game, a bean-bag toss and lots of food. Invite employees and their families, who pay to play. Local businesses can donate prizes.

**Casual Day** --Sell Casual Day badges can be earned by donating at least \$1 per week to United Way. (Call United Way to get your free Casual Day stickers.) Donors could purchase additional stickers, if your business will allow more than one dress-down day.

**Cell Phone Charge** - ABC Supply charges \$10 any time a cell phone rings during a business meeting.

**Challenges** -- Challenge another department or company. The loser does something for the winner. Either the winning team gets a prize or the losing team has to do something goofy. One year our police and fire chiefs challenged each other's departments for the most money pledged. The losing chief had to get his mustache shaved off by the winning chief.

**Chili Cook-Off** -- Employees cook their favorite chili recipe and enter it into a cook-off contest. This activity can also add "spice" to an agency fair. A panel of chili "experts" selects the champion.

**Company Picnic** -- Incorporate your company's late summer family picnic with the United Way campaign, completing your campaign in mid September (making your company a prestigious Pacesetter which guarantees a little more publicity for you.)

**Cookbooks** -- Have a potluck during your United Way rally. Ask each person to supply the recipe for the dish they bring. Print a cookbook using the recipes and give copies to all those who donated a minimum of \$50 to United Way.

**Cook-off** -- Hold a cook-off contest between departments. Sell the food for lunch after judging.

**Craft, bake or food sales** -- Everyone likes the chance to share their hobbies and special talents. They can donate special craft items, baked goods or whole meals to sell, with proceeds going to United Way.

## Theme Ideas continued...

**50's-60's** - Play oldies for your 50s-60s theme and offer Car Hop lunches served by guys in white tee-shirts and blue jeans or gals in ponytails and bobby sox. Have a hoola hoop contest or sell special Casual Day stickers to those who wish to dress up as a Mouseketeer, Frankie and Annette, Marilyn Monroe, Dick Clark, Howdy Doody, a Barbie Doll, Lucy, Superman, Elvis (dead or alive) or the Honeymooners. Offer a Green Stamp for each \$10 donated to United Way, with stamps redeemable for great prizes.

**Firefighter Themed Campaign** - Before your company campaign starts, give each employee an invitation to the kickoff rally which reads, *This year's United Way campaign is expected to be "too hot to handle," and we need your help as a "firefighter."* Join us in a bowl of firehouse chili at noon Tuesday in the meeting room to hear more about how you can be "one of the brotherhood" and a "hometown hero" just by contributing to this great cause.

Have a variety of people make a gallon of chili each to donate to the lunch. Dump it all together in one big pot so the flavors mix well before serving. Use plastic fire hats as bowls to hold corn chips. Buy your soda in 2-liter bottles and decorate them to look like oxygen tanks.

Once everyone is settled in with their food, explain your Firehouse theme for this year's campaign. *"Firefighters are not the only people who can be heroes. We can each be a hero just by contributing to the United Way campaign because each gift, added to the gifts of each other person, means there is enough money to offer help more than 54,000 times annually to people living in the Stateline Area. Please join our team of firefighters by filling out your pledge form now."*

**Historical Eras** - Go back in time to the wild west, psychedelic 60s, roaring 20s or renaissance. Have staff dress up in clothing from era and decorate the office. Transform an office into a cell and round up employees who have to post bail for release.

# LIVE UNITED®

## Activities to help make your Campaign fun...

**A Dollar an Inch Tie Contest** --Executives participate in an all-day competition to end the day with the shortest tie. for United way. Employees who contribute at least \$50 to United Way get to cut an inch off the boss' tie. (He/she might be smart to bring *several* old ties to work that day.)

**Agency Fair** -- Contact Stateline United Way or your Loaned Executive about arranging an agency fair. Some of our 26 agencies will set up information tables at your business so employees can become more informed about the services their gifts to United Way are supporting. Beloit Clinic held agency fairs for a week during the 2005 campaign, with four different agencies represented each day during the lunch period. Employees attended the agency fair to pick up their pledge form. They also received a card divided into four sections - one section for each of the four agencies represented at the agency fair that day. If employees visited the agency tables and heard a little bit about services each agency offered, they got their card stamped. When they had all four stamps they put the cards into a drawing for some super prizes.

**Agency Tours** -- Groups of employees tour United Way agencies, reporting back to other employees through photos or video. Or use internal newsletters or e-mail to publish employee reactions.

**Baby Picture Match Game** --Invite employees to try their luck matching baby and/or pet pictures to pictures of management. Award the entry with the most right answers a paid day off or some other fun incentive. Charge employees \$2 per ballot.

**Balloon Pop**-- Employees donate prizes for this event (a variation of a traditional raffle). Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won. As a variation, give one balloon to employees for each \$1 per pay period they pledged.

**Best Foot Forward** - A Janesville area company decided to put their best foot forward when they chose the theme, "Put Yourself in Their Shoes" for the United Way of North Rock campaign. Employees wore crazy shoes, ate foot-long hot dogs, shoestring potatoes, corn chips, Archway cookies and "soft-shoe" drinks. They played "These Shoes Were Made for Walkin" and "Blue Suede Shoes." After the campaign, employees received thank-you cards with shoestrings which read, "thanks for helping us tie-up our United Way drive by putting yourself in the shoes of those less fortunate."

**Book/Video Sale** --Employees donate their old books, videos and cassette tapes for an employee book sale. Sell paperbacks for \$1, hardbacks for \$2 and cassettes or videos for up to \$5.

## Activities to help make your Campaign fun continued...

**Bowling for Dollars** - The Janesville Gazette came up with an employee incentive to raise funds for United Way. Employees were asked to purchase an insurance policy (donation to United Way) or risk getting a toilet bowl delivered to their front yard. In order to get the bowl removed, a donation to United Way would have to be made, thus *bowling for dollars*.

**Box Lunch Auction** --Executives provide attractively packaged box lunches for two, which are auctioned off to employees. The employee purchasing the lunch gets to share his/her lunch with the executive. Another twist would be to have the employees use their pledge cards as a silent auction bid. Completed pledge cards (with giving of at least \$1 per week) are put in a box next to the lunch they are bidding on. The name drawn from that box is the winner of that lunch.

**Cake walk** - ABC Supply held one, run just like at your grade school carnival. People pay to participate. You put numbers on the floor and allow as many players as there are numbers. Play music and participants walk from one number to another. When the music stops, everyone must find a number to stand on. The MC draws a number from a box and the person on that number gets to take home a cake. Make sure your cakes/pies/cookie plates are donated so this is pure profit which you donate to United Way. OR, you could have an Un-Cake Walk and give away snacks or appetizer trays.

**Caramel Apples** - Everyone who makes a gift of at least \$1 a week to United Way gets a coupon good for a Make-Your-Own-Caramel-Apple fest. Provide washed and dried apples, sticks to put them on, melted caramel in a crock pot and a variety of toppings to dip your apple in (sprinkles, nuts, coconut, chocolate syrup to drizzle on, etc.)

**Car-Hop Lunch** -- Volunteer car-hops will pick up your lunch from a local restaurant and deliver it to your desk/work station. Be sure and have people pre-order and pre-pay so you can let the restaurant know several days ahead. Limit choices to three or four menu items. Accept tips for the delivery service, with tips donated to United Way.

**Car Wash** - Several area companies have used this. ABC Supply used it as a way to raise money during the year, which was saved to add in to employee pledges at campaign time. Ecolab used it as a reward for pledge donors whose names went into a drawing. Two employees were winners, getting their autos washed by the plant's top two managers who arrived in costumes. The two winning employees watched from cabanas where they were fanned and fed as the chiefs labored on the extra-dirty vehicles. You could also charge for Polaroid photos of the employees and the boss washing their cars.