

**A Packet of  
bright ideas  
to make your  
United Way  
Campaign  
FUN!**

Jennings County  
United Way  
[jcunitedway.com](http://jcunitedway.com)



**campaign creativity**

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# UNITED WAY CAMPAIGN RALLY IDEAS

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## EMPLOYEE COOKBOOK

Directions:

1. Ask employees to bring in their favorite recipes from home.
2. Research publishing companies to print the collected recipes in a book format, or do it in-house.
3. Plan on a two to six month time period for the preparation and printing of the project.
4. Take pre-orders after determining price per copy with the publishing company. Profit earned from the sale can be added to the United Way donation from your company.
5. Order extra books for last minute shoppers. (Those who have done this always run out!)

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## EMPLOYEE CAR WASH

Directions:

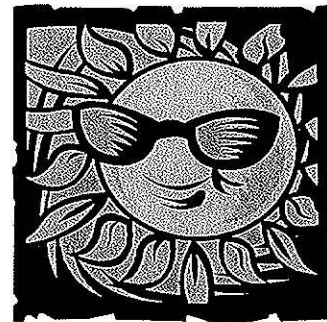
1. Recruit a team of car-washers (consider involving managers) and determine shifts.
2. Team members bring sponges, rags, soap, buckets, hoses, radio, etc. on day of event.
3. Set up wash site in employee parking lot.
4. Wash tickets may be purchased in advance (\$3-\$5) or simply recruit cars on wash day.
5. Car washers get keys from co-workers, pick up vehicle and bring it to the wash site to be cleaned. Return washed cars to parking places. Workers never have to leave the office!
6. Another option is to set aside a reserved parking area for employees to park in morning, leaving keys in the car to be moved if necessary.

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## BACKYARD/PARKING LOT BAR-B-Q

Directions:

1. Determine costs of set-up. Set a sale price for the Bar-B-Q. Pre-sell tickets to the event.
2. The event may also be set up as a potluck picnic with everyone bringing a dish to share.
3. Items needed to be purchased include: paper products, meat and fixings, buns, beverages, grill, lawn chairs, and tables.
4. Set-up outside. You may wish to include a volleyball net, Frisbee, music, etc. as time and space allow.



## **CHILI COOK OFF**

### **Directions:**

1. Employees sign up to bring homemade chili for lunch at the office. For those who would like to help but are not master chefs, napkins, utensils, and bowls also need to be brought in.
  2. Donations such as breadsticks, cheese garnish, sour cream, and beverages may also be added to the luncheon.
  3. Spice up the event by encouraging a western theme with employees dressing up in cowboy hats and bandannas.
  4. Bowls of chili are sold for a set price such as \$2 a bowl.
  5. Hand out blue ribbon prizes for the winners with a fake sheriff's badge (found at toy stores) attached to the top.
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## **HARVEST FESTIVAL**

### **Directions:**

1. Employees bring their products (plants, fruits, vegetables, bouquets of flowers) from their home gardens to the office on the day of the event.
  2. Other employees purchase the goods with proceeds benefiting the United Way. The event can also be made into a raffle by selling chances for each item, or a silent auction by creating bid sheets.
  3. Old books, movies, cassette tapes, and CDs may be brought in and sold in the same way for an "Oldies but Goodies" Day.
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## **BROWN BAG DAY**

### **Directions:**

1. Choose a day to designate as "Brown Bag Day." Hold the event every month or alternating months.
  2. Staff bring bag lunches on the designated day. Money ordinarily spent on lunch out of the office is collected.
  3. Post quarterly results of "Brown Bag Day," enabling employees to see the results of their efforts.
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## **TEAM WEIGHT LOSS**

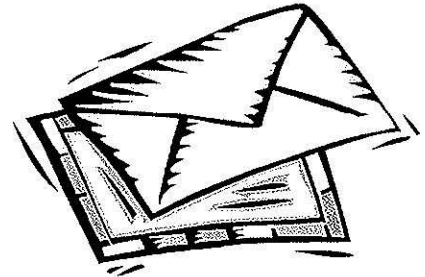
### **Directions:**

1. Develop teams (4-10 people) of employees willing to lose pounds for profits.
2. Each team member pays a fee (a United Way contribution) to enter the competition.
3. At the start date, all employees weigh-in and record their starting weight (honor system may be used). Pick an ending date for the final weigh-in. The team that together loses the most pounds wins.
4. Employees may choose to weigh themselves at various times throughout the competition to "brag" to competing teams, encouraging competition.
5. Elect a team captain to tally final weight loss results of the team. Give the winning teams a lunch out as their reward.

## APPRECIATION GRAMS

### Directions:

1. Appreciation grams are sent to co-workers in the office on an ordinary day or in connection with a holiday such as Valentine's Day, Easter, Halloween, May Day, etc.
2. Appreciation grams consist of little notes with words of thanks, recognition, or good wishes. Along with the note include a bag of candy, a mylar balloon or flowers. Some examples: Jelly beans for Easter, Hershey Hugs for Valentine's Day, pet rocks for a 70's theme, candy corn for Halloween.
3. Take pre-orders for one week in the break-room. Write down the names of the sender and receiver so they can be delivered at a later date. Notes can be computer printed generic messages, or at time of purchase, purchaser can hand write a note of appreciation.



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## CHRISTMAS COOKIE SALE

### Directions:

1. Call bakeries for cookie bids. Determine the cost and selling price. (charge \$0.75 more per dozen than the cost).
2. Check to be sure the bakery will package in dozens, if not the committee will need to package.
3. Have sign-up sheet to take pre-orders. Selling hints: they make great gifts, saves time from baking and buying at a store.
4. Order, then have committee pick-up cookies in the morning and deliver treats to work.

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## ORNAMENT RAFFLE

### Directions:

1. Buy or have donated an artificial tree, which can be stored and used annually.
2. Employees bring in ornaments either purchased or handmade to hang on the tree.
3. Tree may be kept up and ornaments collected for the entire Christmas season.
4. After all ornaments are collected, most valuable ornaments are selected to be raffled first, giving all a fair chance at high valued ornaments (Hallmark Keepsakes, Precious Moments, etc.)
5. Employees purchase chances for the ornament raffle (example: \$0.25 or 5 for \$1.00) and names are drawn.





## BAKE SALE

### Directions:

1. Homemade or store bought items are brought in such as: cookies, pies, muffins, bars, cupcakes, fudge, candy.
2. Event is held on one day, chance ticket sales begin that morning.
3. Employees buy chances for \$0.25 a piece. Chances may be sold at the reception desk, in the lunchroom, and during lunch.
4. Arrange baked items on a table to be seen throughout the day.
5. Committee members draw names of winners at the end of the day and deliver items to the winners.



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## CRAFT SALE

### Directions:

1. Advertise the craft sale ahead of time in the company newsletter, bulletin board, e-mail enabling participants time to make (or buy) crafts.
2. Place items on a display table, each with its own jar to place purchased chances.
3. Employees purchase chances, fill out name and place it in a jar corresponding to the item they desire (example: \$0.25 each or 5 for \$1.00).
4. Run sale for a week, allowing employees to check each day on their odds by looking at the number of tickets in the jars.
5. Committee draws names and delivers items to winners.

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## ROOT BEER FLOAT SALES

### Directions:

1. Seek donations or purchase root beer and vanilla ice cream. Other items needed include straws, spoons, cups, and ice cream scoopers.
2. Have committee schedule work shifts. This popular event works well during lunch and breaks in the summertime.
3. Remember a freezer will be needed to store the ice cream if the event is held all day.
4. Charge \$0.50 a float (depending on size).

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## POTPOURRI LUNCHEON

### Directions:

1. Participating employees bring a hot dish, appetizer, salad, side, dessert, etc. to be shared. Paper products are also needed for this event.
2. There is no sign-up for this event. Items brought in are completely random.
3. Employees pay \$5 to fill their plate and sample everything in the room.
4. If your company has their own cookbook, the theme could be "A Potpourri of Company Recipes." Participants must make a dish out of the employee cookbook.

## QUILTING QUEST

### Directions:

1. Employees "purchase" a 10- x 10-inch cloth square. The square becomes their piece of the larger quilt. Instead of purchasing, pieces of quilt may be given upon returning one's pledge card.
  2. Employees decorate their piece with photos, drawing, embroidery, words, pieces of fabric, etc. which identify their personality. Use your imagination!
  3. The pieces are collected and displayed together on a wall in an entryway. Yarn, colored tape or similar material is used to section off the individual square on the wall.
  4. An ambitious Sewing Bee may sew all pieces together as well.
  5. Quilt shows how each individual "unites" with others in the "quest" to make a difference in the community. Raffle off finished quilt.
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## CASUAL DAY

### Directions:

1. Every Friday, employees have the opportunity to purchase coupons for a Jeans Day or Casual Wear Day for the following work week.
  2. Cost is \$1 for one day of casual attire or \$4 for a week's worth of casual days.
  3. Give buttons to employees purchasing week long coupons. You can make your own fun button or purchase United Way buttons from Sales Service America. Give stickers to daily coupon holders with same message. This publicizes campaign among co-workers and offers customers an explanation for the casual attire.
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## IDENTIFY THE BABY PHOTO CONTEST

### Directions:

1. Employees bring in a favorite baby picture, writing their name on the back side.
2. Pictures are numbered and posted on a bulletin board.
3. Employees purchase a chance to match co-workers with baby pictures.
4. When purchasing a chance, give purchaser a numbered sheet with blanks to write their guesses. Have them put their own name at the top and turn in.
5. Employee with the greatest number correct wins a prize! Remember to have more than one prize on hand in the event of a tie.



## GOLD FISH RACE

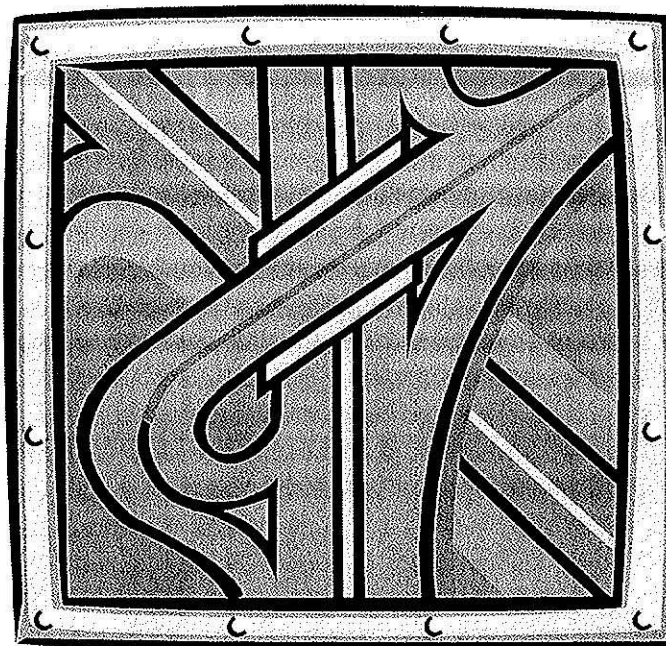
### Directions:

1. Gold Fish are ordered from a pet store ahead of time, picked up on racing day, and sold to employees (minnows or rats work as well). Employees may be asked to place orders ahead of time to determine exact Gold Fish needs, yet remember to include the chances of casualties in your order.
  2. Nets for catching fish and small plastic bags for putting individual fish in (especially if employees are to take them home) are also needed for this event. Serve Gold Fish crackers and punch as a snack.
  3. Each fish is given the opportunity to race down a gutter section (with end caps), which can be purchased from a hardware store. An example would be to have five fish in five separate gutter sections go at one time.
  4. Winners are determined by a process of elimination leading up to a final heat. First, second, and third place winners are awarded ribbons and fish bowls to take their prized fish home.
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## TRICYCLE RACES

### Directions:

1. Create two or more teams of 3 to 4 riders per team. Teams are named and publicized in advance, allowing employees to make pledges or "bets" on the winning team.
2. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course through the office. Possibilities include: through hallways lunch/break rooms, around cubicles, chairs, and in and out of offices.
3. Have course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas around the office.
4. The race is designed as a relay. Team members may pass off a flag, pinwheel, teddy bear, or similar item to their succeeding team member. The winning team chooses which United Way agency receives money raised. Remember to take pictures for the company bulletin board or newsletter.



## **INDOOR MINI GOLF**

### **Directions:**

1. This indoor event is great for swinging away those winter blues! To make the event a contest, have each department design a creative hole using only materials already in their department. Examples include: wastebaskets, letter trays, reams of paper, machine parts, etc. If possible include a shot from the roof.
  2. The employee committee rounds up some clubs and staffs the course during the lunch hour for the week of the campaign. Employees play the course as often as they like for a small fee.
  3. The CEO serves as the "pro," challenging the employee with the winning score to a sudden death playoff on the final day of mini golf.
  4. Prizes are awarded to the department with the most creative hole and to the best mini golfers.
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## **SHAVE THE BOSS**

### **Directions:**

1. Employees attempt to reach the company goal. If they succeed or exceed the goal, boss agrees to shave off his or her hair (heads of hair or mustaches and beards for men).
  2. Create a chart to keep track of set company campaign goal. Have a photo image or drawing of 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.
  3. Employees who make contributions are given the opportunity to vote on whether or not the CEO will have to shave.
  4. Host a celebration party with the boss shaving his or her head/mustache/beard at the event.
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## **BINGO – 5 A WEEK FOR 5 WEEKS!**

### **Directions:**

1. When employees turn in their pledge card at the start of the week, they receive a Bingo card in return. The sooner the card is in, the more chances there are of winning because a new Bingo game is called each week for five weeks.
2. The week's winning numbers are pre-determined and only one winning card is made each week. Make enough different cards so that it is not obvious who holds the winning card, then make copies.
3. Each day of the week a number is posted and players mark their cards. By Friday a winner is determined and he/she receives a prize.
4. At the end of the week, dead cards are exchanged for new ones. This game continues for "five a week for five weeks."

## BUILDING FOR OUR FUTURE

### Directions:

1. Play on the construction and building theme, decorating a meeting room with bricks, tools, and a poster board with the foundation of a house drawn in. The house is built as the company becomes closer to reaching it's campaign goal.
  2. Campaign committee members may wear hard hats and tool belts at the kick-off meeting. Set a toolbox out on display. Refer to the staff as the "tools of the community" which have come together to build for our community's future.
  3. Arrange a day in which employees may 1) participate in United Way Day of Caring or 2) volunteer to assist with a United Way partner construction project in place of work for that day.
- \* Note: Greater Mankato Area United Way will not host a Day of Caring this year. If your company would like to conduct a construction event, please contact the United Way office and we can help arrange a project with one of our partners.



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## "PUT YOURSELF IN THEIR SHOES"

### Directions:

1. Encourage the wearing of crazy/funky shoes the week of the campaign.
2. Hold a campaign kick-off lunch with footlong hot dogs, SHOEstring taters, CORN chips, SOFT SHOE drinks, and SOLE music ("Blue Suede Shoes," "These Boots Were Made for Walking").
3. To start the campaign and to get across the meaning of the theme, host guest speakers from United Way funded agencies, or have guest speakers from within the company, speakers relate their experiences with United Way and personally ask people to "put yourself in my shoes."
4. Keep track of fund-raising progress with a poster board designed with a track and moveable (Velcro, magnetic board, etc.) racing shoes that come closer to the finish as the campaign evolves.
5. Hand out thank-you's at the end of the campaign, tied with shoelaces.



## REACH FOR THE GOAL!

### Directions:

1. Tie together the title with an Olympic theme. The company wins the gold medal when the campaign goal is reached. Create a poster with a bronze, silver, and gold medal goal. Track progress.
  2. The Opening Ceremonies are the "kick-off" to the campaign, explaining the goal and theme. Symbolic passing of the "torch" from last year's campaign chair to the new chairperson.
  3. Hold a mini-Olympics with employees forming teams of three or more. Events include hula hoop relay, tricycle race, basketball dribble, tug-of-war, 100 yard dash, mile relay, sack race. Winter Olympic events include cross country ski relay, the luge (faster sled), tug-of-war in the snow, best snow sculpture, team members push-pull each other in a sled race and snow football.
  4. Charge an entry fee for teams, offering prizes for the winning team along with souvenir gold medals.
  5. Conclude the Olympic campaign with an awards ceremony, awarding Olympic winners as well as all employees for their new campaign efforts.
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## LET THE RACE BEGIN!

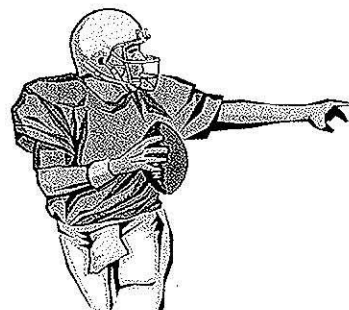
### Directions:

1. For this auto racing theme, create a large goal poster that looks like an Indy race track to set the pace of your campaign race. Use Velcro cars to measure progress along the track as the company moves closer to the finish of the campaign.
  2. Decorate main room with race flags, jerseys and auto racing posters.
  3. Hold your own auto race with radio controlled cars in the parking lot.
  4. Encourage competition between departments, which race to raise the most money.
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## LIFE IS NOT A SPECTATOR SPORT – GO THE DISTANCE

### Directions:

1. At the start of the campaign, hold a kick-off meeting explaining touchdowns (accomplishments of previous years), penalties and receptions (areas needing improvement), and huddles (ideas for the coming campaign).
2. To launch the campaign, hold a tailgate party in the parking lot or at a park. Arrange to have the party at the same time as a local softball or baseball game and cheer on your home team.
3. Throughout the campaign hold sport functions such as a slam dunk/shoot-out contest, volleyball tournament, football toss, etc. Vikings, Twins, or Wild tickets for other local teams make great prizes.





## THE POWER OF YOU

### Directions:

1. Committee members dress as Power Rangers at the company rally. Use power tools as part of the theme, recognizing the employees as the tools of the community.
  2. Play off of the gladiator theme. Hold power contests such as sumo wrestling match (renting costumes).
  3. Give reminders to turn pledge cards in with bags of Cheerios, enforcing the "Power of Little O's"
  4. Hand out Power Bars with thank you notes or donation reminders.
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## GIVE FROM YOUR HEART/LET YOUR HEART LEAD THE WAY

### Directions:

1. Hold an aerobic exercise workshop over the lunch hour with YMCA staff members leading the sessions and giving a brief presentation on fitness and health tips.
2. Create a Heartstation booth for blood pressure checks and healthy heart information.
3. Feature songs with the word heart in their titles and hold a "Name that Tune" contest.
4. Give away thank-you's with candy heart shaped cookies.

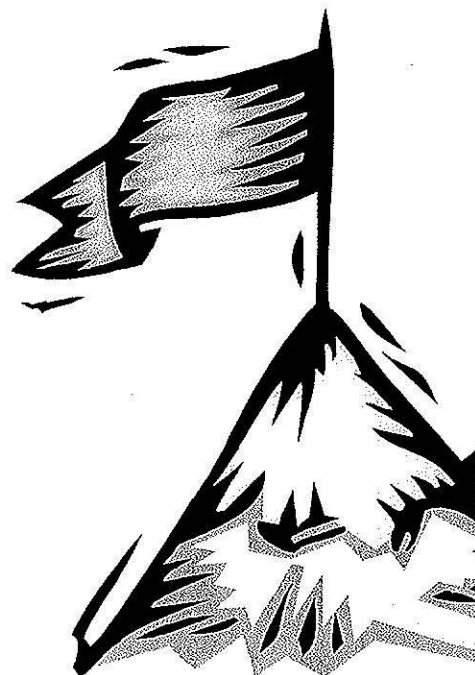


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## CATCH THE SPIRIT/LET'S MAKE IT FLY TOGETHER

### Directions:

1. Arrange a kite-making, kite-decorating, or kite-flying competition. Hold awards for the smallest, largest, most creative, and highest flying kite.
2. Create office displays with kites, windsocks, and mobiles. Afterwards donate exhibit items to a youth-related agency.
3. Team up with a United Way funded youth program. Adults and children spend the day together making and flying kites.
4. Order a kite shaped cake to celebrate the start or finish of the campaign.





## GIVE LIFE A LIFT/RISE TO THE CHALLENGE

### Directions:

1. Explain that by giving, employees are "lifting their community." Start with a hot air balloon lift off. Check with local radio stations, airports or hot air balloon or aeronautic clubs to see if they have a balloon to feature.
  2. Hold a balloon launch at your work site. Staff purchase a postage paid tag card for \$1.00. The person puts their name on the card, along with the company name and address, and a short message asking finder to return card. Person whose name is on the card returning from the farthest distance (by a set date) receives a prize. The launch is a great way to tell the word that your company supports the work of UNITED WAY.
  3. Host a balloon artist, decorate office with balloons and hand out thank-you's attached to a balloon. Create a balloon trivia contest, consulting the local library for information on the history of balloons and flight.
  4. Hold a prize incentive drawing for a hot air balloon ride with a United Way banner attached to the basket.
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## PAINT A BRIGHTER TOMORROW/FOLLOW THE RAINBOW

### Directions:

1. The Rainbow is traditionally a symbol of hope for the future. Create a poster board with a Rainbow and Pot of Gold at the end, the campaign goal serving as the gold.
2. Hold a viewing of the United Way campaign video. Serve rainbow colored popcorn during the video.
3. Create a rainbow by layering jellybeans in a clear jar. Hold a "guess how many" contest, with the winner receiving the jar of jellybeans as his/her prize.
4. The big event is a team relay race. Each department wears a different color T-shirt so that all colors of the rainbow are represented. Each color/department represents a particular United Way agency.
5. Encourage employees' children and grandchildren to participate in a rainbow-coloring contest. Display the poster entries throughout the building. Use rainbow-colored strands of lights for further decoration.



## PIRATES OF THE CARIBBEAN

### Directions:

1. For those who "don't want to grow up" like Peter Pan, this event will be a lot of fun. Decorate meeting room or lunch room with cut out palm trees, star fish, waves, etc. Bring in shells and fish nets to add to the décor.
  2. Bring in a chest with a key that will be your treasure chest, fill it with secret prizes. Otherwise make a treasure chest out of a large cardboard box with gold and silver foil pasted on the outside.
  3. Employees purchase a key (either real or cut-out cardboard keys) from a volunteer dressed in a pirate costume. Cut-out keys are numbered and the winner of the treasure chest is determined by a drawing. Real keys are tried in the lock, the winner being the person with the actual chest key.
  4. Make a treasure map and mount it on the wall. The display shows the progress toward the campaign goal with a pirate ship crossing an ocean, in search of desert islands, with an "X" to mark the spot (goal).
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## VOICES OF UNITED WAY

### Directions:

1. Hold a breakfast meeting as part of the campaign kick-off.
2. Have several managers seated throughout the audience, equipped with microphones.
3. As the campaign program progresses, each person stands and shares their commitment to being personally involved with a designated agency, the work they have personally seen the agency accomplish, and the unmet needs of the agency.
4. Then explain the critical role in the United Way plays in seeing that the services are provided.



## TEAM CHIA PET CONTEST

### Directions:

1. Employees will need to divide into Teams and choose a Team Captain.
2. Each team will care for and provide food, clothing?, and shelter for the week. Sun lamps, Rapid Grow, and "sweet talking" are all fair game to grow your Chia pet.
3. Judges will need to be chosen for the contest, results can be announced at a closing luncheon, winning team receives a delicious treat – such as a fruit platter, frozen cake, ice cream treats, or other yummy snack.

## RAT (Random Act of Tragedy)

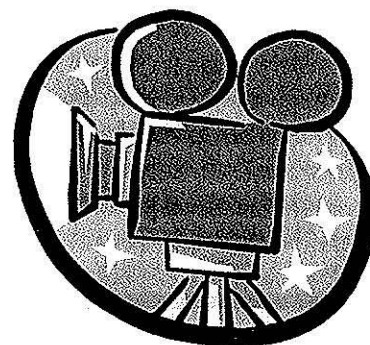
### Directions:

1. RAT is a role playing exercise that brings the United Way message close to home.
  2. Select employees at random during a campaign meeting (marking an X on the bottom of chairs works best) and have them pick a "tragedy" from a hat. Create "tragedies" that are every day occurrences such as the loss of a job.
  3. Employee reads dilemma to audience and determines the long and short term needs/ situations that need to be addressed and which United Way agencies can help to meet those needs. Do this with a few different employees with different tragedies until the point comes across.
  4. Explain at the end of the exercise that tragedies happen every day to people who don't think it could happen to them. Reinforce that by, contributing to United Way you are insuring these partners will be available when you need them.
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## MOVIE TRIVIA QUIZ

### Directions:

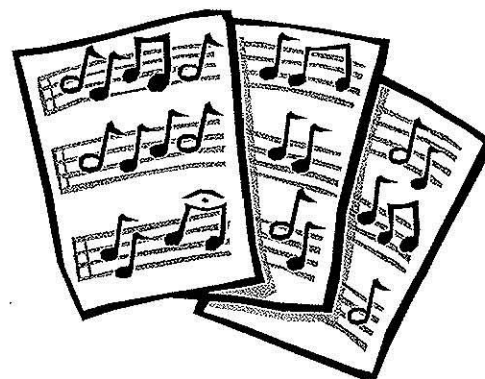
1. This quiz can be completed at work stations and returned to an appointed person to tally the scores.
2. You can match the actor/actress with the movie, match the quote with the movie, or combine.
3. The highest score wins a prize. In case of a tie, a drawing will be held.
4. Winners can be announced at a group lunch at the close of the campaign.



## DISNEY DAY FOR UNITED WAY

### Directions:

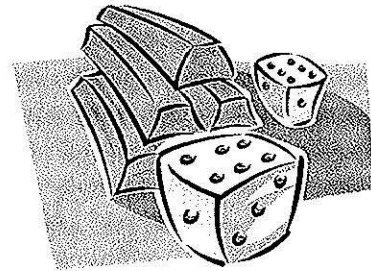
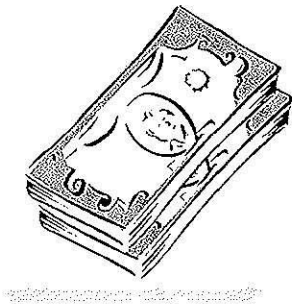
1. Cut out "badges" in the shape of Mickey Mouse's head, write "Disney Day for United Way" on them, and sell them for \$1. (Money goes to United Way.)
2. Allow employees who buy the badges to come to work in jeans and encourage them to wear a T-shirt or sweatshirt with a Disney character on it.
3. They must wear the badge if they wear jeans.
4. Encourage anyone who has Mickey Mouse ears/hats to wear them also.
5. Hold drawings for Mickey Mouse items – cups, pens, hats, etc.
6. If possible get "Mouseketeer Club" theme song and play over the PA system as employees arrive for work.



## GAME SHOW GIVING

### Directions:

1. During the campaign, have a new "Game Show" theme every day for a week. Use the information in the campaign materials (broadsheets, brochures, etc.) to get your answers. Let employees know ahead of time that they should keep these materials for use in the games. It's a great way to get them to read the broadsheet!
2. For each game, you must make a display board and place it in a heavily-traveled area like the reception area or cafeteria. (Anywhere that's easy for all employees to get to during the day.)
3. Make up individual answer sheets for each game and place them beside the display.
4. Make a drop box for their answer sheets and place by the display.
5. Each evening, you and your committee goes through the answer sheets and from those who got 100% right, do a drawing for a prize.
6. Announce the winner of Day 1 over the intercom (if possible) or list their name near the next day's game display to get some excitement going. Do this with each day's winner.



## SOME GAME IDEAS

**Jeopardy** – have 5-10 answers about United Way, the agencies, etc. on a board. Make up play cards/answer sheets and have employees write down the "questions" and drop them in the box.

**Wheel of Fortune** – have several puzzles related to United Way, such as the campaign chair, agencies, theme for that year, etc., (give them vowels for free) and have employees write down their guesses and drop them in the box.

**The Price Is Right** – using allocations information for United Way programs and services, have employees match the allocation amount with the program.

**Let's Make a Deal** – go around the office and ask random United Way-related questions to employees. If they get the answer right, give them a prize on the spot. (Works well if you can get the President to go along with you to hand out the prize.)

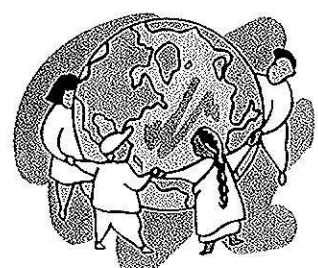
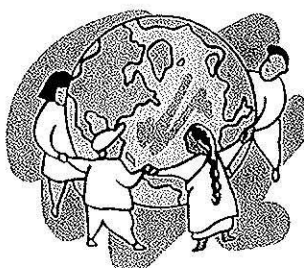
**Who Wants to be a Millionaire** – from the list of donors, draw out names randomly to be the contestants. Ask them to name three United Way agencies that help kids (or elderly, families, etc.). Whoever writes them down fastest and raises the paper in the air gets to play first. Using the United Way brochure or web site, put together some questions about United Way and its partners for the contestant. (Call the United Way office for help if you need.) Use play money for prizes.

**WHERE IN THE WORLD IS CARMEN SAN DIEGO?  
(OR WHERE IN THE GREATER MANKATO AREA IS YOUR CEO OR PRESIDENT?)**



**Directions:**

1. This is a twist on the kid's educational program "Where in the World is Carmen San Diego?"
2. Have the company's CEO or President go to five United Way agencies and get their picture taken doing something at the agency.
3. When taking the picture, be sure not to have the name of the agency showing (can show "part" of a sign as a clue if needed).
4. Post one photo each day (on poster board, in an e-mail, Intranet, photocopied hand-out, etc.) with clues.
5. Have employees guess where their CEO or President is in the picture.  
Example: CEO's name is pictured at an agency that provides life-sustaining services to more than 70 people on a daily basis. The agency is located in downtown Mankato. The agency provides emergency service. "Where in the Greater Mankato Area is he/she?"
6. All correct answers are entered into a drawing for a half-day off, free lunch, or other prize.
7. Use information from the campaign materials (broadsheets, brochures, video, etc.) for the clues you give.
8. This game is fun, it shows employees that their CEO/President is a supporter, and it gets them to read through the marketing materials. It's a Win-Win!





## More Ideas!

1. Silent Auction - Simply gather items and create bid sheets, being certain to provide a minimum bid for each item.
2. Dress-up the Boss - Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costumes, devil costume, etc.
3. Guess How Many - Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.
4. Golf Ball Sales - Collect old golf balls to clean and shine. Employees purchase golf balls (5 for \$1.00) during lunch or breaks.
5. Recycled Goods - Turn in recycled paper, cans, bottles, etc. and exchange them for money for the United Way.
6. Theme Lunches - Add fun to campaign week by hosting a theme lunch such as 50s, 60s, '70s, or '80s, holiday themes, TV shows, sports, Renaissance, etc.
7. Trivia - Ask Trivia questions about the United Way and United Way funded agencies at campaign meetings. Give away prizes for correct answers.
8. Computer Print-Outs - As part of campaigning, print off memos on colored paper with campaign updates, words of encouragement and/or words of thanks. Attach pieces of candy, breath mints, packs of gum, or jars of colored paper clips with the notes.
9. Bakery Cart - Wheel a cart of bagels, doughnuts, Rolls, coffee, and juice through the office, collecting United Way donations in exchange for the goodies.
10. Boss Cooks for You - Have a special breakfast at which top managers cook for all donors.
11. Wall of Fame - Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.
12. Buck Coupons - Give everyone who attends campaign meetings a "buck" coupon that can be redeemed in the company cafeteria or company store.
13. Just Desserts - Campaign committee furnishes the main dish but sells desserts for \$1.50 more with proceeds going to United Way.
14. Best Photo Contest - Employees submit photographs taken at campaign and celebration events. Photos are displayed on a bulletin board and judged by committee, with the best photo receiving prizes such as a new camera, free film developing, photo album, camera carrying case and film.
15. Easter Egg Raffle - Fill plastic Easter eggs with raffle numbers. People buy eggs or "chances" for springtime prizes such as Easter lilies and gift baskets.
16. Food Fight - Divide into two or more teams and elect captains. Team members collect money and turn in to captain. Team raising the most money is awarded a pizza/sub party, which they may verbally throw into their competitors' faces.
17. Buttons - Give all who donate a button stating, "I gave to United Way."
18. Garage Sale - Find a volunteer willing to loan garage space or use work site "after hours." Two or three weeks before the sale, employees bring in sale items which volunteers price and sell day of event. Advertise within the company and outer community.
19. Tourney Time - Hold a broomball, softball, tee-ball, kickball, racquetball, tennis, wallyball, or ping-pong tournament.
20. Karaoke Contest - Hold a contest to determine who has the best and worst karaoke talent. Co-workers may buy votes ahead of time to elect the "Star of the Show" who will sing the first song. Charge an entrance fee for the show.

## More Ideas!, continued

21. Jail 'n Bail - Hold in correlation with an employee picnic or carnival. Have a "Catch 'em 'n Cuff 'em" Jail booth where employees pay to have co-workers, supervisors, managers, or executives "incarcerated" for short periods during the event.
22. Team Tees - Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who "team up" in the United Way effort.
23. Slogan Contest - Employees develop in-house campaign slogans/themes. The committee picks the top ten, which are then voted on by the entire company, the winner receiving an award.
24. Wild West - Employees dress in cowboy/cowgirl attire. Works well with a BBQ or chili cook-off.
25. Grease - Have employees cast ballot for which members of the Executive Team should dress up like which characters in the musical Grease (or any other popular movie/play). Have them stand in front of the assembly of employees and let employees pick the best "look-alike" by loudness of applause. Charge them \$1 per vote, with proceeds going to United Way.
26. Thank-You's - Thank employees in newsletters, through e-mail, with a special brunch or dinner, a payroll stuffer message of thanks, personalized letters from the President, at staff meetings, with thank you mugs handed out by the CEO, by hosting a United Way agency representative at a staff meeting who brings personal thank you greetings, with thank you cards attached with heart pins (for "opening their hearts" or "having hearts of gold"), personal phone calls made by President or board members, thank you posters that include the names of all donors (consider posting in public places), or an announcement on the local cable television station, newspaper ads that recognize all donors by name, thank you flyers on cars,
27. Or for an extra special Thanks - Hold an unexpected early morning meeting to say thank you and surprise employees by giving them the rest of the day off. Or have the President or committee members treat each donor individually to lunch.

[illegible]



## Incentives & Prize Ideas for Givers

- ✂ Parking place
- ✂ Afternoon off of work
- ✂ Lunch with the boss
- ✂ Casual day
- ✂ Recycled/revolving award or certificate
- ✂ Weekend hotel accommodations
- ✂ Restaurant/video rental certificates
- ✂ Movie/game/play tickets
- ✂ Sweatshirt recognizing employee as donor (allowed to wear to work)
- ✂ Music lesson (piano, voice, guitar, etc.)
- ✂ Use of co-worker's cabin (week, week-end)
- ✂ Use of co-worker's boat for a day/weekend
- ✂ Day off with pay
- ✂ Shares of stock
- ✂ Extended lunches and/or breaks
- ✂ Extra breaks
- ✂ Free babysitting
- ✂ Snooze day (allowed to come in late)
- ✂ Vacation day on birthday
- ✂ Golf with the boss
- ✂ Open soda machine in break room if company reaches group goal
- ✂ Home baked cookies every month
- ✂ Plant or flowers every month
- ✂ Surprise envelope (great auction item)
- ✂ Help with income taxes
- ✂ Corporate frequent flyer certificates
- ✂ Boat ride
- ✂ Help with yard work (raking, planting, shoveling snow)
- ✂ Use of pool - hold party with friends (food and beverages provided)
- ✂ Limo ride with a restaurant certificate
- ✂ Paid day off to volunteer at a United Way agency
- ✂ Professional massage
- ✂ YMCA membership for a year
- ✂ Lottery tickets
- ✂ Oil change
- ✂ Free dessert from the cafeteria every Friday, every month, etc.
- ✂ Candlelight dinner for two
- ✂ Haircut/manicure/facial/pedicure
- ✂ House or room painted (volunteers and paint supplied)
- ✂ Autographed memorabilia
- ✂ Dog washed by boss or co-worker
- ✂ Car washed by boss or co-worker
- ✂ Homemade afghan, quilt, etc.
- ✂ Oven cleaning, housekeeping/maid service

### Incentives & Prize Ideas for Givers, continued

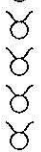
- ✂ Use of company car for week/month
- ✂ Family portrait by company photographer
- ✂ Hot air balloon ride
- ✂ Computer program lessons from a knowledgeable employee
- ✂ Wallpaper a room in your house (volunteers and wallpaper supplied)
- ✂ Chances to attend United Way Recognition Event with the CEO
- ✂ Opportunity to "name a room" (conference room with plaque displaying chosen name)
- ✂ Framed artwork for office or work area
- ✂ Secretary for a day
- ✂ Leave 1 hour early/come in 1 hour late
- ✂ Office redecorated or cleaned
- ✂ Health club membership
- ✂ Shopping spree \$\$
- ✂ Pager for a year
- ✂ Cellular car phone for a year or free air time
- ✂ Switch jobs with the boss for a day
- ✂ Casino trip and mad \$\$
- ✂ Pizza party for you and 10 friends
- ✂ Coffee and doughnuts if group goal is met
- ✂ Visit from Santa to your home, including pictures taken and small gifts for children
- ✂ Visit from Easter Bunny – baskets for kids
- ✂ Lunch with celebrity (someone at work must know a local celebrity!)
- ✂ Company mugs, hats, coasters, pens, letter openers, magnets, Frisbees, etc.
- ✂ Luggage
- ✂ Golf lessons, round of golf included
- ✂ Gas and car wash gift certificates
- ✂ 2 hours of free long distance phone calls
- ✂ Family pictures put into video format and set to music
- ✂ Clown or magician at your child's next birthday party
- ✂ Hot tub (free rental for a weekend)
- ✂ "Around the World" (pack of restaurant gift certificates of different cultures)
- ✂ Car started and windows scraped every day for a week in January by the boss

## Campaign Themes

- ✂ Investing in Your Community IS what matters
- ✂ Supporting United Way is what matters to our company (or insert company name)
- ✂ Invest In Your Community
- ✂ Be a Champion for Your Community
- ✂ Be a Star in Someone's Life
- ✂ Be Somebody's Hero
- ✂ Caring is Cool
- ✂ Caring in Our Business
- ✂ Caring Works Magic
- ✂ Catch the Caring Spirit
- ✂ Catch the Spirit
- ✂ Catch the Winning Spirit
- ✂ Celebrate the Caring Spirit
- ✂ Changing Lives – The United Way
- ✂ Community Spirit at Work
- ✂ Disney Day for United Way
- ✂ Experience the Joy Together
- ✂ Fill the Well of Hope
- ✂ Follow the Sun
- ✂ For the Kid in Each of Us
- ✂ Generate a Spirit for Caring
- ✂ Give From the Heart and Make a Difference
- ✂ Give Life a Lift
- ✂ Give Love – The United Way
- ✂ Give your Way with the United Way
- ✂ Give Wholeheartedly
- ✂ Giving Hope
- ✂ Heart to Heart
- ✂ Help Brighten Tomorrow
- ✂ Help Build a Better Community
- ✂ Help the Sun Shine In
- ✂ Helping Everyone Everyday
- ✂ I Love Helping, Caring, Giving, Sharing
- ✂ I'd Walk a Mile for the United Way Campaign
- ✂ Imagine What We Can Do Together
- ✂ Insure Your Future With United Way
- ✂ It Only Takes One – Be the One
- ✂ Join the Winning Team
- ✂ Keep the Miracle Happening
- ✂ Let the Sun Shine In
- ✂ Let's Make the Difference
- ✂ Lift Someone's Spirits
- ✂ Love - Keep it Working

## Campaign Themes, continued

- ✂ Love is Working
- ✂ The Magic is You
- ✂ The Magic of Life is Giving
- ✂ Make a Change for the Better
- ✂ Make it Happen - Give to United Way
- ✂ Make Your Life Shine
- ✂ Making it Happen
- ✂ Making Your Community a Better Place
- ✂ Neighbor Helping Neighbor
- ✂ Orchestrating a Change Through United Way
- ✂ Our Community Needs Us
- ✂ Our Team Works
- ✂ Paint a Brighter Tomorrow
- ✂ Pitch In & Give
- ✂ Play a Starring Role in Your Community
- ✂ The Power of Caring, The Power of Love
- ✂ The Power of Victory, The Power of You
- ✂ Put Your Heart Into It
- ✂ Reaching New Heights
- ✂ Reaching the Big Top
- ✂ SCORE for the United Way Campaign
- ✂ Set the Spirit Free
- ✂ Share a Dream, Share your Love
- ✂ Share the Sunshine in your Life
- ✂ Share with Pride
- ✂ Shine on the Community
- ✂ Soar with Us
- ✂ Take Stock in our Community
- ✂ Teaming Up for Tomorrow
- ✂ Together our Star Shines Brighter
- ✂ Touch Someone's Heart
- ✂ The United Campaign Challenge
- ✂ United in Sharing
- ✂ The United Way is an Uplifting Experience
- ✂ United We All Win
- ✂ We're Up on our Community Way
- ✂ We've Done a Lot, But There's Still a Lot to Do
- ✂ What the World Needs Now
- ✂ What We do Today can Change the Future
- ✂ Working Wonders Together
- ✂ You Give Hope
- ✂ Your Gift Works Magic
- ✂ Your Kids - My Kids - Our Kids



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## Low-Cost & Free Ways to Motivate & Reward Employees

- ✂ Write personal thank-you notes
- ✂ Volunteer to do someone else's undesirable tasks
- ✂ Have the CEO or company president visit with employees
- ✂ "Catch" people doing something well and give them an instant thank-you note
- ✂ Let employees put their names on products they made
- ✂ Name a rotating award after an outstanding employee
- ✂ Let people choose office artwork and furnishings
- ✂ Pass out Lifesavers when employees do something helpful
- ✂ Send flowers or a plant during Secretaries' Week
- ✂ Create a unique, catchy award that is an honor to receive
- ✂ Create a Wall of Fame to display pictures of outstanding employees
- ✂ Take an employee to lunch
- ✂ Have a staff pizza party or food day
- ✂ Print business cards for your employees
- ✂ Read customers' thank-you letters aloud to the entire team and post thank-you's in a visible place
- ✂ Start a staff development library
- ✂ Sponsor retreats
- ✂ Pay for off-site training of the employee's choosing
- ✂ Schedule uninterrupted time to listen to employee's thoughts and concerns
- ✂ Award a "dinner for two" for behavior above and beyond the call of duty
- ✂ Name a space or event after an employee
- ✂ Have all managers walk around with lunch coupons to distribute spontaneously
- ✂ Pay for an employee's parking for a week
- ✂ Designate a parking spot for the Employee of the Month
- ✂ Provide a free membership or passes to a fitness club
- ✂ Give someone a gift certificate for a manicure
- ✂ Buy doughnuts or bagels for your staff
- ✂ Sponsor a picnic on company time
- ✂ Pass out recognition cards which can be accumulated and redeemed for special gifts
- ✂ Have senior managers and executives serve employees breakfast or lunch
- ✂ Give away tickets to sporting events
- ✂ Pay for a limousine ride
- ✂ Rent a luxury car or sports car for an employee for a day
- ✂ Praise people in public
- ✂ Offer cash rewards for referring new employees
- ✂ Do the job of the "front line" employees
- ✂ Give a deserving person a new job title
- ✂ Give someone a larger office, better tools, better location, etc.
- ✂ Put flowers and a welcome card signed by everyone on the desk of a new employee
- ✂ Publish good deeds, praise, and print letters from satisfied customers in a company newsletter
- ✂ Have the CEO or senior executives write a personal note of thanks
- ✂ Give your employees time off

## Low-cost & Free Ways to Motivate and Reward Employees, continued

- ✂ Give employees a predetermined amount of coupons to give to other helpful employees which can be redeemed for gifts and services
- ✂ Award a TV, VCR, or DVD player to a top producer
- ✂ Surprise everyone with ice cream sundaes
- ✂ Give away movie passes
- ✂ Allow people to choose their next project
- ✂ Give people time off to volunteer for a favorite cause
- ✂ Reward employees with the use of the company's products
- ✂ Pay for a weekend at a "bed and breakfast"
- ✂ Buy your team a round of golf and let them leave early to play
- ✂ Buy a gift for an employee's child
- ✂ Randomly select employees to visit with the company president every month
- ✂ List the achievements of employees' children in your company newsletter
- ✂ Send birthday cards signed by the company president to your employees' homes
- ✂ Take a coffee break with your employees
- ✂ Send a personalized card to an employee who has had a death or serious illness in the family
- ✂ If employees finish before the deadline, let them take off the amount of time they saved
- ✂ Offer extended leave without pay
- ✂ Let the employees create a paid holiday
- ✂ Offer flex scheduling
- ✂ Hire someone to come to your company and shine shoes
- ✂ Offer take-home dinners from your company's cafeteria
- ✂ Arrange for a dry-cleaning service to visit your office weekly
- ✂ Host product knowledge contest and reward the winners
- ✂ Initiate profit-sharing programs
- ✂ Give clothing or jewelry printed with the company name or logo to employees as they reach certain milestones
- ✂ Pay for a balloon ride
- ✂ Host a shopping spree
- ✂ Have lunch catered from a favorite restaurant
- ✂ Give away lottery tickets
- ✂ Feature employees in company brochures, videos, and commercials
- ✂ Sponsor a Laugh Day contest, rewarding the funniest employees with humorous gifts
- ✂ Allow high-performing employees to work from home
- ✂ When employees travel or work mandatory overtime, send flowers or gift certificates to employees' families
- ✂ Tape gift certificates to chairs at employee meetings
- ✂ Have employees and customers fill out a brief card anytime they observe excellent customer service and hold a drawing at the end of the month
- ✂ Ask employees what tasks they like most and give them the opportunity to do those tasks
- ✂ Continuously find ways to make employees' jobs interesting and challenging
- ✂ Post employees' baby pictures and sponsor a contest to guess who's who
- ✂ Give employees the opportunity to train new employees
- ✂ Give cash incentives for ideas that help improve the business

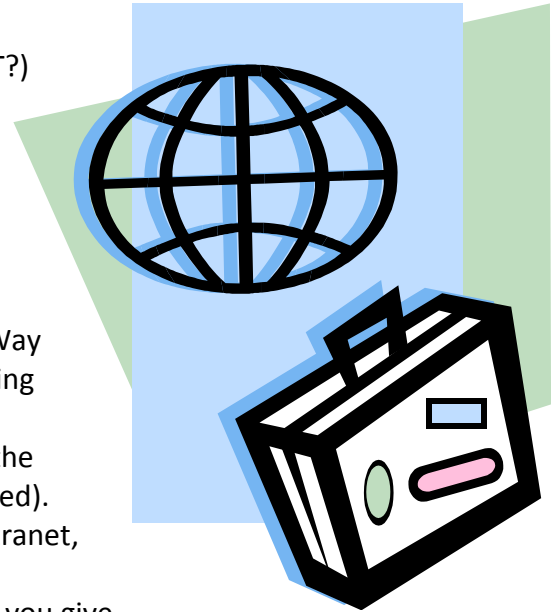
## Low-cost & Free Ways to Motivate and Reward Employees, continued

- ✕ Give employees time to be creative
- ✕ Have casual days
- ✕ Have an employee talent show
- ✕ Host Employee of the Month awards
- ✕ Leave candy or balloons at employees' desks while they're on a break
- ✕ Organize a company volleyball, softball, or bowling team
- ✕ Sponsor a camping trip
- ✕ Publish a short column in the company newsletter featuring funny anecdotes or employee profiles
- ✕ Have free refreshments in the cafeteria or break room
- ✕ Have a '60s Day or Weird Hat Day, awarding prizes for the best outfit
- ✕ Create opportunities to showcase your employees' strengths
- ✕ Give employees movie passes or restaurant gift certificates on their birthdays
- ✕ Smile and say "hello" to everyone every day
- ✕ Designate a bulletin board for employees to post jokes and humorous stories
- ✕ Hire a financial consultant to meet with you employees individually
- ✕ Take candid Polaroid photos and post the results in the office
- ✕ Recognize outstanding performers in an awards ceremony
- ✕ Sponsor a chili cook-off
- ✕ Sponsor an art contest or poetry-writing contest and display winning contributions in a prominent place
- ✕ Hire a masseuse to give shoulder and neck massages on special occasions or during a particularly stressful project
- ✕ Offer free popcorn every Friday (or every day)



**WHERE IN THE WORLD IS CARMEN SAN DIEGO?**  
(OR WHERE IN JENNINGS COUNTY IS YOUR CEO OR PRESIDENT?)

This game is fun, it shows employees that their CEO/President is a supporter, and it gets them to read through the marketing materials. It's a Win-Win!



Directions:

1. Have the company's CEO or President choose five United Way programs or funded programs & get their picture taken doing something with the program or at the agency.
  2. When taking the picture, be sure not to have the name of the agency showing (can show "part" of a sign as a clue if needed).
  3. Post one photo each day (on poster board, in an e-mail, Intranet, photocopied hand-out, etc.) with clues.
  4. Use information from the campaign materials for the clues you give.
  5. Have employees guess where their CEO or President is in the picture. Example: CEO's name is pictured at an agency that provides life-sustaining services on a daily basis. The agency is located in Jennings County. The agency provides human services. "Where in Jennings County is he/she?"
  6. All correct answers are entered into a drawing for a half-day off, free lunch, or other prize.
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**Jennings County  
United Way**  
[jcunitedway.com](http://jcunitedway.com)



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