

WORKPLACE CAMPAIGN

STARTER KIT



TABLE OF CONTENTS

Why Participate in a Workplace Campaign?	1
5 Steps to a Successful Campaign	2- 4
Campaign Theme	5
Setting Your Campaign Goal	6
Leadership Giving	7
Helpful Hints, Resources and Handouts	8 - 21
Unted Way FAQ	9
Tips for a Great Group Meeting	10
Handouts, Posters & More	11 - 17
Examples	18 - 19
Make it Fun!	20 - 21

WHY PARTICIPATE IN A WORKPLACE CAMPAIGN?

United Way of Laurens County (UWLC)'s workplace campaigns are about bringing people in local workplaces together to tackle our community's most difficult issues in the areas of:



EDUCATION



HEALTH



FINANCIAL STABILITY

1. WE MAKE IT EASY

UWLC will provide you with all the tools and support you need. To start, use this manual or check out our Campaign Toolkit at www.uwlc-online.org, which is loaded with information and resources to help you run a successful workplace campaign.

2. YOU'LL BE GIVING BACK TO OUR COMMUNITY

Through a workplace campaign, your employees will experience the satisfaction of seeing their donations turn into programs and services that create impact on people's lives. When they see the needle moving on important social issues in our community, they will know your company or organization helped to make a difference and they will feel proud of their collective accomplishments.

3. YOU HAVE OUR FULL SUPPORT!

UWLC can work with you to develop a customized fundraising campaign that aligns with your corporate values, as well as the particular interests of your employees. We will provide training and support to assist you in building your fundraising team and running an effective campaign. We also provide all the tools and resources needed to be successful.

If you need assistance running your campaign, please contact Ramsie Day, Community Impact Coordinator at rday@uwlc-online.org.



5 STEPS TO A SUCCESSFUL CAMPAIGN

1. START OFF WITH A STRONG SUPPORT SYSTEM FROM MANAGEMENT

Every successful campaign starts off with a strong foundation and support from management.

- Make sure you have your managements **visible** support for your campaign.
 - Discuss strategies for corporate support, i.e. corporate gift/match
 - Discuss options for engaging senior staff through a focused leadership campaign.
 - Discuss options for incentives that can be used to encourage participation and increased giving.
- Gain approval for recruiting a campaign committee and holding campaign meetings and activities on company time

2. RECRUIT A CAMPAIGN COMMITTEE

- Recruit a diverse team that includes people from different departments and levels (i.e. management, administrative, etc.) within the company. Include new and previously involved committee members to participate.
- Set a schedule of committee meetings and distribute to members.

3. DEVELOP A CAMPAIGN PLAN

One of the most important steps to a successful campaign is developing the perfect campaign plan. The best part is that we're here to help!

- Invite United Way of Laurens County to your campaign planning meetings to answer questions and offer ideas. Discuss campaign strategies that fit within the company culture.
- Determine the campaign timeline, including the pledging timeframe and any presentations or activities that will be taking place.
- Outline campaign activities and determine which team members will be responsible for implementing them, including organizing the campaign kickoff, distributing and collecting pledge forms, special events, securing incentives, etc.
- Set your campaign goals by evaluating previous results to help identify areas where potential for increases may exist—dollars raised, participation, etc.

5 STEPS TO A SUCCESSFUL CAMPAIGN

4. IMPLEMENT THE CAMPAIGN PLAN

Get Employees Excited & Engaged!

The steps you take before campaign are almost as important as campaign itself. Get your co-workers excited and informed so that they're ready to pledge when the time comes!

- Place information (posters, flyers, etc.) in high-traffic areas around your office in the weeks leading up to your kickoff so that the employees can learn about United Way.
- Use multiple methods of communication to inform people about the campaign: post information on your intranet, announce the campaign at staff meetings, use payroll stuffers, etc.



Hold the Campaign Kickoff!

Make it fun! Be sure to communicate campaign goals, timeframe, activities and incentives.

- Start the campaign with your company's leadership team and campaign committee a week prior to your main kickoff.
- Invite a member of the leadership team to the general kickoff meeting(s) to show visible support of the campaign from management.
- Play the United Way of Laurens County video, or invite United Way staff to speak at the meeting(s).

Make the Ask!

Make sure that everyone is given the opportunity to make a contribution to the campaign. Use the campaign kickoff, department meetings and one-on-one conversations to encourage participation.

The number one reason people say they didn't give is because they weren't asked!

- Personally distribute and collect pledge forms. Ask everyone to return their pledge form, even if they choose not to give.
 - Be prepared to answer questions about United Way. Many commonly asked questions are answered in this guide, and United Way staff can answer any other questions employees may have. *(See page 9 & 10 for talking points.)*
- Show employees the impact their contributions can make. Giving goes up when people know their gift is making a real difference.
- Inform employees about opportunities such as Bags of Love (February), Day of Caring (April), School Supplies Drive (August), and other volunteer opportunities.

5 STEPS TO A SUCCESSFUL CAMPAIGN

4. IMPLEMENT THE CAMPAIGN PLAN (Cont...)

Monitor and Report Progress!

- Send out reminders to encourage people to turn in their pledges and keep a running total of dollars raised as pledges are collected. Provide regular updates to employees—send out e-mail blasts, post on company bulletin boards, etc.
- Make personal follow-ups with individuals who have not turned in their pledge as the campaign nears end.



Wrap up the Campaign!

- Ensure all pledges are turned in. Collect payment for those who opted to make a one-time gift with a check or cash.
- Compile an Excel spreadsheet and send to your United Way reporting contact, Allison Seibert (aseibert@uwlc-online.org)
- Finalize your campaign envelope, ensuring all fields are filled in properly. (see page 19) Return final campaign envelope to the United Way office. Be sure to report your final campaign results to employees and leadership.

5. KEEP IN TOUCH YEAR-ROUND

- Sign up for our constant contact e-mail list, “like” us on Facebook, & follow us on Twitter and Instagram to stay up-to-date on what’s going on at United Way of Laurens County.
- Share our United Way updates and news with employees on a regular basis throughout the year so they can see the impact of their contributions. E-mail templates, flyers, paystub inserts, and posters will be available on the Campaign Central section of our website at www.uwlc-online.org.
- Use new hire packets (available from the United Way office by request) to engage new employees outside of campaign season and allow retirees to continue their involvement. Encourage leadership givers to participate in our Pillars Club and Palmetto Society. (See page 7)
- Participate in other United Way events or initiatives: Dine Out Days (To be announced), Volunteer for VITA-Volunteer Income Tax Assistance (January through April), Bags of Love (February), Day of Caring (April), Golf Tournament (May), School Supplies Drive (August)

2017-2018 CAMPAIGN THEME



EDUCATION



HEALTH



FINANCIAL STABILITY



YOU

BE A PART OF THE SOLUTION



T-SHIRT DESIGN
Dark blue t-shirt



SETTING YOUR CAMPAIGN GOAL

BASED ON THE 2016/2017 CAMPAIGN:

____Number of Employees

____Number of Donors

____Total Employee Giving (excluding special events)

____Average Gift

____% increase over 2015/2016 campaign

____Number of Pillars Club members

____Number of Palmetto Society Members

WAYS TO INCREASE:

Increase average gift to \$_____ while keeping number of donors the same would raise total campaign to \$_____.

Increase number of donors to_____ while keeping the average gift the same would raise \$_____.

Increase average gift to \$_____ and increase number of donors to_____ would raise \$_____.



LEADERSHIP GIVING

Promoting Leadership Giving is the key to achieving your organization's goal. Individuals and couples committed to improving lives in our community lead the way as members of United Way's Leadership Circle. Couples may combine their gifts to reach Pillars Club level.

Palmetto Society: \$1,000 and above

Pillars Club: \$500 (couples whose combined gifts total \$500 will be recognized as Pillars Club members)

IMPLEMENTING A LEADERSHIP GIVING PLAN

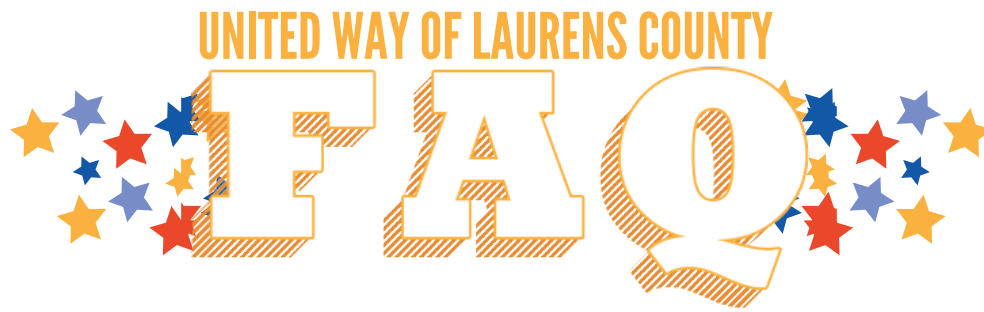
- **REVIEW & ANALYZE** last year's Leadership Giving
- **CREATE GOALS** for new members of Pillars Club
- **RECRUIT A TEAM** specifically for Leadership Giving. They can help you plan an event, make personal asks, and follow up
- **CEOS PLEDGES AT THE LEADERSHIP LEVEL FIRST** (United Way volunteers can help). Also, get their commitment for a special meeting or event to solicit Leadership Givers
- **INCLUDE RETIREES** in the solicitation. They like to continue to be part of things and often will maintain their Leadership Giving as a retiree, if possible.
- **ESTABLISH A COMPANY MATCH PROGRAM** (with your CEO's approval) that encourages employees to move up to the Leadership level. Matches do not have to be dollar for dollar.
- **INVOLVE CURRENT LEADERSHIP GIVERS** by encouraging each member to ask their peers, friends and family to become Leadership Givers by telling the story of why they give
- **PERSONAL THANK YOU NOTE** from the CEO is the most appreciated thank you. Your company may wish to sponsor a special thank you event or give special incentives to Leadership Givers

Three banners hang vertically from the top of the page, each suspended by two orange diamond-shaped chains. The top banner is red and contains the text 'HELPFUL HINTS'. The middle banner is orange and contains the text 'RESOURCES'. The bottom banner is blue and contains the text 'AND HANDOUTS'.

HELPFUL HINTS

RESOURCES

AND HANDOUTS



WHY SHOULD I GIVE?

- Your gift makes a huge difference in people's lives.
- The dollars given to United Way help children, youth and adults achieve their potential through programs focusing education, financial assistance, and health awareness and treatment.
- The programs funded with your gift help from birth, all the way to end of life care.

CAN I CHOOSE WHICH UNITED WAY TO GIVE TO?

- Of course! If you live in another county and want your gift to go back there, simply designate the United Way in your area, and we'll be sure to get your gift to your community. We are only able to designate to the United Way when giving out of Laurens, not specific agencies.
- Since your business is located within Laurens County, the United Way of Laurens County is who your company works with to run your campaign.

HOW DO YOU DECIDE WHAT PROGRAMS TO FUND?

- Nonprofits inside of Laurens County, and those that assist Laurens County residents, are eligible to apply for our Community Impact funding/grants.
- Applicants go through a year-long application process that includes submitting quarterly and annual reports of their financials, information on exactly how many individuals are helped through their program, a visit and evaluation from a community impact committee, made up of board of directors and campaign volunteers, and a reasonable need to be considered.
- There are many programs that wouldn't exist today if it weren't for the United Way of Laurens County funding.

DOESN'T UNITED WAY JUST PAY PEOPLE'S BILLS?

- No. United Way funds are not used for direct assistance of individuals, however through funding 34 different programs specializing in health, education and financial stability, we help people get back on their feet in times of need.
- Our goal is to provide the tools and resources needed to help prevent bad situations, and to avoid trouble situations in the future.
- It's about building a strong community foundation, not just patching up the cracks with short-term quick-fixes.

TIPS FOR A GREAT GROUP MEETING

SAMPLE AGENDA FOR A GROUP MEETING

- Welcome & introduction of United Way personnel/speaker/video (about 1 minute)
- Testimonial and/or video (3-9 minutes)
- Ask for pledge and answer any questions (2-4 minutes)
- CEO or CC ask employees to make their pledges and make closing remarks thanking them for their time and attention (2-5 minutes)

SAMPLE INTRODUCTION

Good morning/afternoon/evening. I want to thank you for your attendance and your support of this year's United Way campaign. Our goal this year, as always, is to raise money to Advance the Common Good in Laurens County. OUR MONEY STAYS IN LAURENS COUNTY. You all should have a pledge card and brochure. United Way focuses its efforts on partner programs that address needs in Education, Income and Health. While some of the partner agencies may not be physically located in our community, all of them have programs to assist residents of Laurens County.

ASK FOR THE PLEDGES AND CONCLUDE YOUR MEETING.

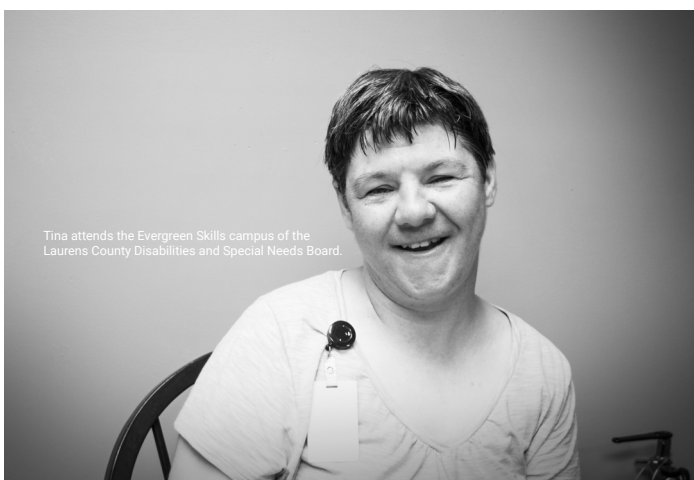
RAISED HERE. | STAYS HERE. | SHARED HERE.

SAMPLE CLOSING COMMENTS

The great thing about your pledge is that it isn't deducted from your paycheck until January of next year, but the money begins working immediately. Since you don't see it, we like to say you don't miss it. It comes out a little at a time, but it will make a huge difference in the lives of so many needing help. Please complete the pledge card. If you need help, I'll be happy to assist you. Please turn in your pledge card to me before you leave today, even if you don't make a pledge. This is the only way we know that everyone has had the same opportunity to help make a difference in our community. Are there any questions at this time? I want to thank you for your attention and time and more importantly, for helping those in our community who are in need. Have a great day!

HANDOUTS, POSTERS & MORE

All of these will be available for download at www.uwlc-online.org



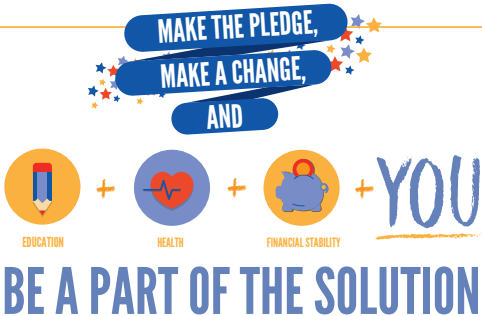
Tina attends the Evergreen Skills campus of the Laurens County Disabilities and Special Needs Board.

YOUR DOLLAR CREATES CHANGE

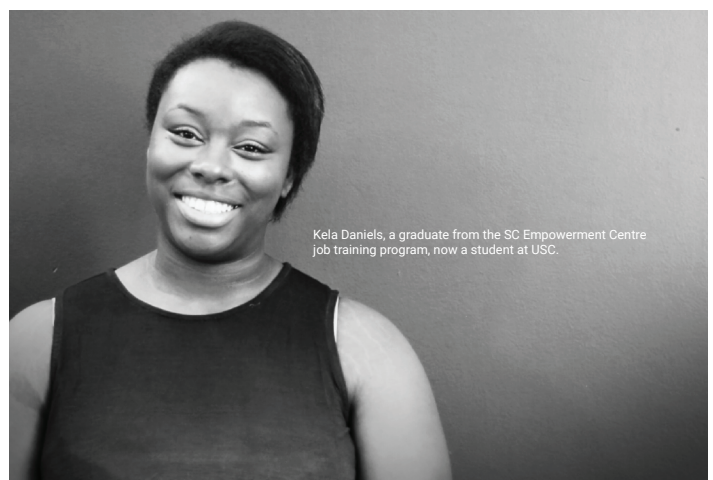
When you give \$2 per week,

UNITED WE TEACH.

You can help Tina, and others like her, build the skills they need to give back to the community.



Find her story and others at:
uwlc-online.org



Kela Daniels, a graduate from the SC Empowerment Centre job training program, now a student at USC.

YOUR DOLLAR CREATES CHANGE

When you give \$5 per week,

UNITED WE EMPOWER.

You can help others like Kela get the after school care they need to stay out of trouble and focus on their education.



Find her story and others at:
uwlc-online.org





Dorris | Age 86
Meals on Wheels recipient, Laurens County

YOUR DOLLAR CREATES CHANGE

When you give \$1 per week,

UNITED WE FEED.

You can help feed Dorris, and 71 other elderly citizens, every single week.

**MAKE THE PLEDGE,
MAKE A CHANGE,
AND**



EDUCATION

+



HEALTH

+



FINANCIAL STABILITY

+ YOU

BE A PART OF THE SOLUTION



Find her story and others at:
uwlc-online.org



YOUR DOLLAR CREATES CHANGE

**\$1 PER PAY PERIOD
FEEDS 36 ELDERLY CITIZENS EVERY SINGLE WEEK.**

(Meals on Wheels, Laurens County)

Contact HR to find out how you can start giving back.



WHAT YOUR DOLLAR DOES.

PER WEEK

Ever wonder what happens after you pledge? Even just **\$1 a week** can make a difference in countless lives. Don't believe us? See for yourself:



\$1 SONG
on iTunes

OR

MEALS DELIVERED TO 72 PEOPLE.
(Meals on Wheels, Laurens County)

\$2 BAG OF CHIPS
at the vending machine

OR

AN EDUCATION FOR 5 KIDS.
(PLATO Program at AMIKids, Laurens County)



\$5 CUP
of coffee

OR

COUNSELING FOR 6 VICTIMS OF SEXUAL ASSAULT.
(Beyond Abuse, Laurens County)



We now have pledge cards in Spanish!



UNITED WAY OF LAURENS COUNTY

PO Box 544 s 16 Peachtree St.
Clinton, SC 29325
www.uwlc-online.org
(864) 833-3623
Haz clic en "Like" en nuestra página de Facebook. Síguenos en Twitter.

PROMESA DE DONACIÓN

Donación Total: \$ _____

Nombre _____
Dirección de casa _____
Ciudad/Estado/Zip _____
Número de teléfono: _____
Correo electrónico: _____
Firma _____ Fecha _____
☐ He estado donando a United Way para _____ años.
☐ Es mi primera vez donando.

Su donación es desgravable.

METODO DE DONACIÓN (por favor escoje una)

1. Deducción de la nómina:

Quiero contribuir \$ _____ cada periodo de paga, o un donativo único de \$ _____.

Estoy pagado: ☐ Bi-semanal ☐ Semanal ☐ Mensual

2. Pago Incluido: Total Incluido \$ _____

☐ Cheque # _____ ☐ Efectivo

3. Fractura Directa: ☐ Una vez ☐ Mensual ☐ Trimestral



Dorris O'Shield | Age 86
Meals on Wheels recipient, Laurens County

YOUR DOLLAR CREATES CHANGE

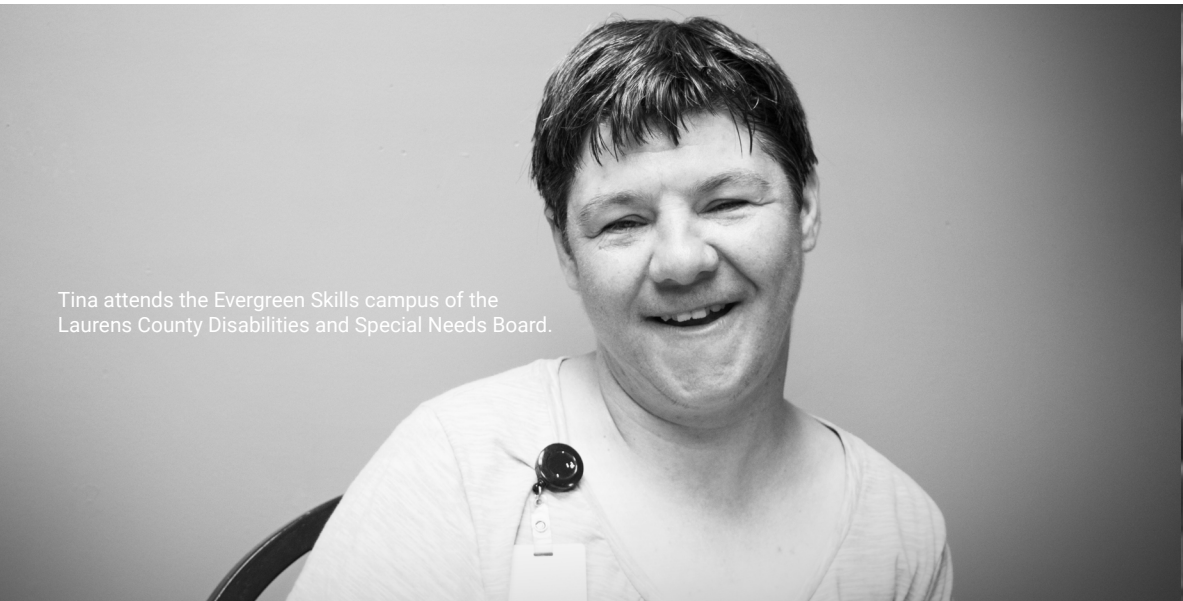
When you give \$1 per week,

UNITED WE FEED.

You can help feed Dorris, and 71 other elderly citizens, every single week.



Find her story and others at:
uwlc-online.org



Tina attends the Evergreen Skills campus of the Laurens County Disabilities and Special Needs Board.

YOUR DOLLAR CREATES CHANGE

When you give \$5 per week,

UNITED WE TEACH.

You can help Tina, and others like her, build the skills they need to give back to the community.



Find her story and others at:
uwlc-online.org



Kela Daniels, a graduate from the SC Empowerment Centre job training program, now a student at USC.

YOUR DOLLAR CREATES CHANGE

When you give \$5 per week,

UNITED WE EMPOWER.

You can help others like Kela get the after school care they need to stay out of trouble and focus on their education.



Find her story and others at:
uwlc-online.org



Havert Young Jr. received both financial assistance and food from United Ministries of Clinton and is now a volunteer.

YOUR DOLLAR CREATES CHANGE

When you give \$2 per week,

UNITED WE STRENGTHEN.

You can help others like Havert get back on their feet and get the kick-start they need to turn their life around.



Find his story and others at:
uwlc-online.org

THIS IS SHERRY

Sherry attends the Evergreen Campus of the Laurens County Disabilities and Special Needs Board. She is part of the Art Program funded by the United Way of Laurens County.



MAKE THE PLEDGE,

MAKE A CHANGE,

AND

START GIVING BACK TO YOUR COMMUNITY TODAY.



THIS IS DORRIS

Dorris, age 86, has been a Meals on Wheels recipient for longer than she can remember. Thanks to the Meals on Wheels program, funded in part by the United Way of Laurens County, she can get the proper nutrition her body needs.



MAKE THE PLEDGE,

MAKE A CHANGE,

AND

START GIVING BACK TO YOUR COMMUNITY TODAY.



THIS IS KELA

Kela completed the program at SC Empowerment Centre, funded by United Way of Laurens County, and now attends USC. She is a current volunteer at the SCEC to help other kids like her focus on education and job readiness, regardless of their family income.



MAKE THE PLEDGE,

MAKE A CHANGE,

AND

START GIVING BACK TO YOUR COMMUNITY TODAY.




EXAMPLES

FILLING IN PLEDGE CARDS

CORRECTLY

Preferably filled in with blue or black ink.

United Way  PO Box 544 s 16 Peachtree St.
Clinton, SC 29325
www.uwlc-online.org
(864) 833-3623
Like us on Facebook. Follow us on Twitter.
UNITED WAY OF LAURENS COUNTY

PLEDGE FORM

Total Gift Amount: \$ 130.00

Name (please print) Sgt. Imma Donor
Address 123 Hurtvlotz Drive
City/State/Zip Mytown, SC 29123
Phone 867-5309 E-mail sgtdonor@mail.com
Signature Imma Donor Date 7/7/17
☒ I have been donating to United Way for 7 years.
☐ I am a first time donor.

Your gift is tax-deductible as allowed by law.

YOUR GIVING OPTIONS

 (please choose one):

1. Payroll Deduction:
I would like to give \$ 5.00 per pay period, or a one-time donation of \$
I'm paid: ☒ Bi-Weekly ☐ Weekly ☐ Monthly


2. Payment Enclosed: Total Enclosed \$
☐ Check # ☐ Cash

3. Bill me directly: ☐ One time ☐ Monthly ☐ Quarterly

We encourage either the mailing address or e-mail to be filled so we may thank them for donating, never for solicitation.

Please make sure at least one of these is filled out so we know how much they will be donating in a year.

INCORRECTLY

United Way  PO Box 544 s 16 Peachtree St.
Clinton, SC 29325
www.uwlc-online.org
(864) 833-3623
Like us on Facebook. Follow us on Twitter.
UNITED WAY OF LAURENS COUNTY

PLEDGE FORM

Total Gift Amount: \$

Name (please print) Sgt. Imma Donor
Address 123 Hurtvlotz Dr.
City/State/Zip Mytown, SC 29123
Phone 867-5309 E-mail sgtdonor@mail.com
Signature Imma Donor Date
☐ I have been donating to United Way for years.
☐ I am a first time donor.

Your gift is tax-deductible as allowed by law.

YOUR GIVING OPTIONS

 (please choose one):

1. Payroll Deduction:
I would like to give \$ 5 per pay period, or a one-time donation of \$
I'm paid: ☐ Bi-Weekly ☐ Weekly ☐ Monthly

2. Payment Enclosed: Total Enclosed \$
☐ Check # ☐ Cash

3. Bill me directly: ☐ One time ☐ Monthly ☐ Quarterly

Please make sure either the email address or mailing address is legible so we can thank all our awesome donors!

FILLING IN YOUR CAMPAIGN ENVELOPE

CAMPAIGN REPORT ENVELOPE

CAMPAIGN YEAR 13-14

Company Name: Widgets, Inc.

Phone Number: 555-555-1112

Fax Number: 555-555-0012

Email Address: masku@widgetmail.com

Campaign Coordinator: Merry Asku

Address: 543 Easy Street

Mytown, SC 29360

Telephone Number: 555-555-1111

Chief Executive: Mr. Don P. Builder

Total # of Employees: 250

This report is: partial ☐ final ☒

Payroll deductions begin (date): Jan 2014

Should we invoice your company for the corporate pledge? No, If so, date n/a or

Corporate gift will be paid on (date) Feb. 1 2014

Type of Contribution	Number of Contributors	Amount of Contribution	Amount of Cash & Checks Enclosed	Unpaid Balance
1. PAYROLL DEDUCTION Enter totals for all employees on payroll deduction. Company should retain payroll deduction cards.	103	7,820.00	0	7,820.00
2. DIRECT BILL Enclose all pledge cards to be billed directly to the United Way.	5	450.00	0	450.00
3. FULLY PAID CASH & CHECKS. Enclose all fully paid pledge cards with cash and checks.	2	200.00		0
4. EMPLOYEE TOTALS Total all employee contributions (1+2+3)	110	8,470.00	—	8,470.00
5. LEADERSHIP GIVING Please list individuals giving \$500 and above, please include names, addresses and amounts of these contributors.	Please list names, addresses and amounts on a separate sheet			
6. CORPORATE GIFT Enter Firm's pledge on this line and enclosed the signed pledge card (green card)		50.00	0	50.00
7. GRAND TOTALS Total all contributions in this envelope.		8,520.00	200.00	8,320.00



United Way of Laurens County
P.O. Box 544
Clinton, SC 29325
864-833-3623

For United Way Use

Batch Number: _____

Date Entered: _____

MAKE

IT

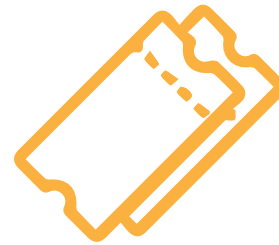
FUN!

PLANNING YOUR CAMPAIGN EVENTS

CHOOSE A THEME!

By choosing a creative theme for your United Way campaign it helps create interest and enthusiasm among employees and it also helps encourage and/or wrap up a successful campaign.

Listed below are some suggestions to get you started, but feel free to come up with ideas of your own that may be better suited to your company.



PRIZES AND INCENTIVES

To make it interesting, sometimes it takes creativity when it comes to “incentives.” The following are some examples/ideas, but feel free to come up with some of your own!

- Prime parking spaces
- Department head takes employees to lunch/breakfast
 - Winning department or team pizza party
 - Day off or half day off with pay
 - Tickets to a sporting event
 - Movie passes
- Free meal or dessert from the employee cafeteria
 - Golf lessons
 - Miniature Golf outing
- Gift certificates to local restaurants, stores
 - Concert tickets

SPECIAL EVENTS

- **Executive Car Wash** - Employees pay to have management wash their cars.
- **Employees' Favorite Recipes** - Compile a recipe book or folder and sell them during your campaign; hold a Tasting Luncheon to sample the recipe (these raise lots of extra \$\$).
- **Kiss a Dog/Cow/Pig, etc. Contest** - Staff members collect one-dollar votes all day; the "boss" (supervisor, manager, et al.) with the fewest dollars raised has to kiss the (whatever you choose).
- **Cute "Kid" Contest** - Employees provide baby photos of themselves. The employees purchase ballots listing the pictures only by number so they can try and match the baby picture with its owner (the committee can match the number on the photo with its owner beforehand). A prize goes to the employee with the most correct babies.
- **Look-Alike Contest** - Employees dress up as famous personalities such as Elvis or Madonna. Employees pay to vote on best costume; the one receiving the most votes gets a prize.
- **Have a Company IQ test** - Make up an IQ test based on your company's history, product facts, etc. Employee, who donates, with the most correct answers wins a prize.
- **Bake Sale/Cake Walk** - Have employees create baked items or other "goodies" that can be auctioned off for the campaign.
- **Pledge pounds off Contest** - Hold a contest to see who can lose the most pounds in a pre-determined period of time. Employees pay to enter contest. Give prizes.
- **In-house campaign poster contest** - this really gets the creative juices flowing! Have employees create their own United Way posters for the campaign and post all over the building. Allow employees to vote on the most creative, most invigorating, etc.
- **Food eating contests** - Hold a contest to see who can eat the most in a certain amount of time. Prizes go to the winners. Proceeds go to your campaign.

SPORTING EVENTS:

- **Golf Outing** - Hold a golf or mini golf tournament (at a miniature golf location). Work with the local golf course to get reduced rates; charge players a regular rate. Have contests - longest putt, longest drive, lowest score, etc.
- **Tug -of- War** - Have an hourly-vs-salaried staff or interdepartmental competition. Each team pays an entry fee.
- **Home Run/Base Hitting Contest** - Employee contestant get pledges for the number of home runs or base hits they make in a pre-determined time period. Proceeds go to your campaign.
- **United Way "Walk-a-thon"** - Hold a walk-a-thon at your local high school track or park (you will have to coordinate with the school or parks department). Each contestant can solicit family, friends and coworkers to get pledges for the number of laps completed. This could be very family-friendly, as you could walk with your children or push them in their strollers, etc.
- **Tricycle Races** - Before the race employees pay to have sandbags or rolled pennies tied to opposing department manager's tricycles. Hold the race in the cafeteria or parking lot. Makes for some great photos!
- **Basket Shooting Contest** - Employee contestants get pledges for the number of baskets they make in a pre-determined time period. Winner gets a prize.
- **Team Sports** - This promotes the "team" spirit! Organize tournaments with any of your favorite sports. Ping pong, Office Olympics, tennis, volleyball, racquetball, one-legged races, sack races, etc. Mud volleyball is a favorite! Play off of the various "reality" TV race-type themed shows

(Continued on next page)

SPECIAL EVENTS

AUCTIONS AND SALES FOR YOUR CAMPAIGN

- **Services for a Day** - Auction off employees, supervisors, or executives to do work around an employee's home - mow the grass, do windows, wash the car, wallpaper a room, baby-sit for a night, etc.
- **United Way Yard Sales/Auctions** - Employees bring donated items to sell or you get items donated from local businesses; hold the sale in company parking lot, cafeteria or the grounds. It can be a private sale for employees, but you will gain more exposure and more dollars if you advertise and open it to the public.
- **Home Grown Auction** - Have employees donate items for auction such as cookies, cakes, monthly parking passes, week-end at their summer cabin, home cooked dinner, home-made or hand-made items, babysitting, etc.
- **Specific Item Sale** - Books, baked goods, CD's, movies, etc.
- **Penny Jar** - This has been used in some schools across the country to garner the support of the students! Each department or team would have a "jar": each penny equals one point; silver or dollar bills equal its equivalent in negative points (i.e. nickel = minus five points). The department or team with the most points wins. This gives other teams an opportunity to "add" to the other team's jars with anything but pennies! The winning department or team wins a prize (like a pizza party or something) and proceeds go to your campaign.
- **Dunking Booth** - Set up a dunking booth in the parking lot and have managers, supervisors, or "popular" employees sit on the hot seat. Employees pay for the chance to relieve their frustrations!
- **Aluminum Beverage Can Competition** - Have departments compete to see which one can raise the most money in aluminum can deposits.
- **Scavenger Hunt** - Choose "scavenger" items for the "hunt," hide them in pre-determined locations and sell clues. First one to find them all wins.
- **Treasure Hunt** - Have a treasure hunt and sell daily clues as to the location (mystery) where a donated treasure is hidden. The first employee who discovers the location wins the prize.
- **Casual Day** - Sell opportunities for employees to "dress down" during campaign. Create your own casual day stickers/buttons.
- **Seasonal Promotions** - Literally during any season you could contact florists/grocery stores to donate dead flowers. Employees can pay to have a dead-flower bouquet and message sent to other employees in the spirit of the season. Charge for the service and proceeds go to your campaign.