

# FUN CAMPAIGN IDEAS

## CAMPAIGN THEMES

### ANNUAL CAMPAIGN THEME

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### ESPN: EVERYONE SHOULD PARTICIPATE NOW

Use a sports theme to unify your campaign. Kick it off with a tailgate party in the parking lot. Employees can pay to wear their favorite team shirt. Dare to wear a Redskins jersey? You have to pay double.

### REALITY TV

Get real with your employees through a reality television theme. Learn to live without necessities and challenge your employees to a “Survivor” obstacle course. Compete in an “Amazing Race” scavenger hunt or hold an “American Idol” karaoke contest.

### RECIPE FOR CARING

Build your campaign theme around food. Have an “Iron Chef” competition and ask a local chef to judge different categories. Host a bake sale or lunch, and create an employee recipe book to sell.

### WANTED...UNITED WAY DONORS

Create a Wild Wild West theme complete with your own handmade jail and wanted posters, and lock-up management.

### UNITED WAY VOICE

Lip sync competition fundraiser

### Wii LIVE UNITED

Borrow or rent a Wii. Employees pay to compete in tennis, boxing, bowling, etc. Design elaborate sets (i.e. boxing ring) or keep it simple. Give out small gifts to winners in each round or large gifts to overall champion.

## CAMPAIGN ACTIVITIES

In-office miniature golf  
Tricycle Races  
Cubicle Decorating Contest  
Office Treasure Hunt  
United Way Jeopardy  
Funniest Home Videos  
Mardi Gras  
Legos: Building for our Future  
Cruise: Get on Board with United Way  
Wall of Fame  
Dress-Up the Boss  
Get into Shape  
Spelling Bee  
White Elephant Sale  
Stretcher Race  
Farmer’s Market  
Where in the County is Your CEO?  
Indy 500 or NASCAR  
Christmas in September  
Sausage Race  
Battle of the Sexes

## INCENTIVES

Time off to go to child’s school event  
Two hours off per month to volunteer with RUW  
Free YMCA Membership or passes to fitness classes  
Office cleaned  
CEO for the day  
Computer lessons from knowledgeable employees  
Massage at local spa  
Boat Ride  
Drawing for plasma TV  
Snooze or Cruise (come in late or leave early)  
Extra 1/2 hr for lunch  
Concert Tickets  
Game Tickets  
Gift Cards  
Executive serves lunch to employees  
Use of co-worker’s vacation home  
Name an Award after an employee  
Cookie jar filled with cookie (every week)  
Company Picnic

# CAMPAIGN PLANNING WORKSHEET

- Your plan** for including top management throughout the campaign.
- Get help.** List the people you have or will recruit to help with your campaign.
- Set goals.** Initial planning meeting date:

	Follow-up meetings: <span style="background-color: #e6e6fa;"> </span>
Campaign Start Date: <span style="background-color: #e6e6fa;"> </span>	Campaign End Date: <span style="background-color: #e6e6fa;"> </span>



Campaign Start Date:

- Total dollars raised
- Corporate gift
- Employee Pledges
- Special Events
- Employee Participation %
- Employee per capita


- Identify # of Leadership Givers** (donors giving \$1,000 +)
- Determine** if and how you will have fun with themes and/or special events.
- Promote United Way.** List your ideas for communicating the message and keeping people engaged.
- Make the ask.** Explain how associates will be given their pledge forms and how they'll be asked to turn them in.
- How** will you track and report results?
- How** will you thank and recognize donors and committee members?
- Ideas** for year-round promotion of the United Way message.


# MY CAMPAIGN ACTION PLAN

Our campaign planning will begin on \_\_\_\_\_ (Note: Include your RUW campaign representative in the planning proces).

Our campaign dates are from \_\_\_\_\_ to \_\_\_\_\_.

Our Campaign will focus on (check 2 to 3):

\_\_\_ Leadership Giving                      \_\_\_ Year-Round Engagement                      \_\_\_ Average Gift

\_\_\_ Participation                      \_\_\_ RUW Focus Area

The first two things we will do for our campaign are:

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Our best practice learned today that we will use in our campaign is:

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Checklist -- Have You:

Date Scheduled/Completed

Met with RUW Rep and ordered supplies?	_____
Met with CEO/Sr. Mgr to get his/her support?	_____
Recruited and trained a campaign team from a few depts?	_____
Set specific goals for participation, avg. gift, and leadership giving?	_____
Scheduled employee meeting and invited RUW to speak?	_____
Obtained incentives that will help you reach your goal?	_____
Developed a campaign theme that encourages contributions?	_____
Discussed how pledges will be processed and reported to RUW?	_____
Planned for your thank you gifts and events, including CEO to personally thank donors?	_____
Discussed your year-round communications plans with your RUW rep?	_____

Our Rappahannock United Way Rep is: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_