



UNITED WAY
Northwest Georgia

MAKE YOUR CAMPAIGN FUN!

At United Way of Northwest Georgia, we're here to help you make your workplace campaign a success. When your campaign is fun and creative, it boosts awareness, builds team spirit, and inspires more people to get involved.

We have gathered a collection of engaging ideas designed to energize your campaign, increase participation, and grow your overall impact. Whether you're planning friendly competitions, themed days, or unique incentives, a little fun goes a long way in making a difference!

- **Get creative with the campaign theme: "Camp United"**
- **Feature employees who are already active with United Way – who Give Today. Get Involved. Take Action..**
- **Lunch and Learn - Invite a United Way Community Partner speaker to give a lunch-time workshop on a topic of interest.**
- **Set up United Way displays in your company lobby. You can even hold a competition between departments for the best display. Use different items to depict programs or services.**
- **Stress Buster Days - Employees wear jeans to work.**
- **Employees pay to throw water balloons and whipped cream pies at the manager - can be scheduled around peak busy times at the office.**
- **Ice Cream Social - Management serves employees to thank them for a successful campaign and good participation.**
- **Hold a carnival or outdoor picnic complete with entertainment, booths, drawing, local celebrities, dunking booth, cakewalk, and on-site radio remote.**
- **Hold a prize-filled rally and great food to pump up the spirits and get the campaign off to a great start.**
- **Hold a drawing for one month for a premier parking space.**
- **Sell popcorn and drinks at a company event or picnic with proceeds going to United Way.**
- **United Way Trivia Contest–Distribute e-mail, printed questions, or put up "potty papers" in the restrooms about United Way and its programs every day for a week. Then, ask trivia questions based on the information. Those who complete all the questions are entered into a drawing (use information in the Campaign Toolkit and Community Resource Guide to help you write the questions).**

- Management prepares breakfast/BBQ/homemade ice cream/ it's a fun kickoff to announce business participation of United Way campaign.
- United Way Impact Tours for employees to educate them about United Way.
- Dunking Booth - Charge \$1 per ball to dunk an executive or manager.
- Chili Cook-Offs are always popular - Have each department form a team and prepare their special "secret recipe" for chili.
- Executive Car Wash - execs agree to wash cars for donations to United Way.
- United Way parking space - raffle 12 times - one per month.
- Trophy for the department with the highest percentage of participation.
- Extra half hour of lunch for 1 week.
- "Beach Bash" - Decorate cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite "Hawaiian shirt" and then vote on the best one. Award prizes for the best outfits.
- "Fifties Fun Fest" - On the final day of the campaign, serve pizza, hold karaoke contest, an Elvis look-alike contest, play rock and roll.
- "Kokau-Kokau" is Hawaiian for the spirit of giving. At the beginning of the campaign, have the President/CEO greet employees at the door dressed in a grass skirt and pass out a lei (have fun with the 'lei' theme) to every employee. At the conclusion of the campaign, employees turn their pledge forms in for a ticket to an authentic luau.
- Have a Scavenger Hunt, look for items beginning with the letters UNITED WAY. Provide "prizes."
- Give every employee a pledge card with a quiz about United Way attached. All quiz answers should be in the brochure. Employees who answer the questions correctly can be eligible for a prize, such as a VIP parking place.
- Sponsor a horse race among your company's departments. As pledges come in, move the horses toward the finish line.

**Don't forget to add
the magic ingredient...**
FUN!