



**United Way of  
Randolph County**

# **CAMPAIGN**

# IDEA BOOK

*Plethora of activities, fundraising games, themes, and more are all inside.*

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# AWARENESS

## **Appreciation/Compliment Grams**

Design notes of thanks or congratulations for co-workers to buy and send to each other.

## **Balloon Grams**

Sell balloons with notes of recognition inside and deliver to co-workers.

## **Spare Change Jars**

Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments to see who collects the most change in a time frame.

## **White Elephant Sale**

Employees donate odd items for the sale. Co-workers should have the opportunity to buy items and stipulate in whose workspace these items should be displayed. Set a time frame for which objects must stay in that location.

## **Spelling Bee**

Hold a spelling bee, charge an entry fee. Have galley observers place bets on their favorite participants.

## **Silent Auction**

Secure items from vendors, co-workers, and the leadership team. Allow employees to pay for their items via payroll deduction.

## **Dress Down Day**

Employees pay to not wear "normal" work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact UWRC for stickers that say "I Dress This Way for United Way" and distribute to participating employees.

## **Home Grown**

Employees donate items for auction such as cakes, cookies, monthly parking spots or dinner. Services such as a month of lawn mowing also may be auctioned.

## **Guess the Number**

Fill a clear jar with candy and have employees pay for a chance to guess the number of pieces in the jar. The most accurate guess wins the candy or another prize.

## ACTIVITIES, CON'T.

### **Massage Therapist**

A therapist, preferably one who will donate time, visits the workplace and employees sign up for time slots. Employees pay for a massage, with proceeds benefiting United Way.

### **Penny Wars**

Divide the office by department and have a money jar assigned to each. Members of each department deposit pennies, nickels and dimes into their own jar and place quarters or “green” into the jars of other departments. Pennies count as positive while quarters and “green” are negative. The department with the highest positive number (or often the case, the least negative number) wins a lunch provided by the company.

### **Charge Late Fees**

Employees who arrive late for meetings, or any other tardiness, pay a fee to be donated to United Way. Downloadable sheets are available on our website, [www.unitedwayrandco.org/campaign](http://www.unitedwayrandco.org/campaign).

### **Bingo**

Purchase Bingo cards and distribute to employees. Every day, email a Bingo number to all participants. The first one to reply with “BINGO” wins. The Bingo game continues until all prizes are distributed.

### **Guess the Baby Picture**

Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.

### **Flamingo Insurance**

Company purchases 20 inexpensive flamingos on a stand (or get stuffed ones). Employees can purchase Flamingo Insurance from HR for \$5 to insure that no flamingos can enter their office or cubicle. Employees pay \$5 to send a flamingo to an office or cubicle that does not have a Flamingo Insurance sign provided by HR. If you receive a flamingo in your office or cubicle, you can pay \$2 to send it away.

# FOOD AND FESTIVITIES

## **Lunch Box Auction**

Employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or clever meals.

## **Bake Sale**

Employees buy employee-donated baked goods with donations benefiting United Way.

## **Build Your Own Ice Cream Sundaes**

Have a wide variety of sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for employees to build their own sundaes.

## **Nacho/Pretzel Sale**

Sell large plates of nachos and/or soft pretzels with cheese and jalapeno peppers. Donate proceeds to United Way.

## **Ethnic Food Festival**

Ask employees to bring dishes symbolic of their heritage or recipes “handed down” from family members along with interesting facts about their heritage. Another option is to have various departments sponsor a lunch representing a specific ethnicity.

## **Ice Cream Cart**

On a hot day, visit employee cubicles and offices selling popsicles, ice cream sandwiches and other cold snacks. Donate proceeds to United Way.

## **Peanuts, Get Your Peanuts!**

Decorate a push cart with a sports theme. Stock the cart with individual bags of salted peanuts, chips, hot dogs, soda and all necessary condiments (ketchup, mustard, relish, onion.) Visit cubicles and sell items. This is a great way to kickoff any sports season.

## **Potluck**

Post a sign-up sheet for employees to bring entrees, salads and desserts to ensure a variety of food. Decorate the room with a theme. Adjust entry fees for those who bring an item.

## **Root Beer Float Sale**

Buy necessary ingredients for employees to make their own root beer floats. Floats made and served by executives can be a fun treat!

# FOOD AND FESTIVITIES, CON'T

## **Tailgate Party**

Hold a pay-per-plate cookout during lunch. Cook brats, burgers and hot dogs with condiments. Have chips, pretzels, soda and other tailgating items.

## **Chili Cook-off**

Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

## **Walking Taco Sale**

Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

## **Donut Eating Contest**

Employees raise money for United Way by sponsoring contenders on a per-donut-eaten basis. The winner is determined by either eating the most donuts in a time frame or the first to finish a set number of donuts.

## **Soup Line**

Employees sign up to bring their favorite soup or bread. Set up at lunch time, and charge participants fees for a bottomless bowl to try one or all! (Bring your own reusable bowl.)

## **Dinner for a Week**

Get 7 restaurants to donate a dinner for 2 and auction off a week of eating out. Sell tickets for around \$30. The lucky winners are able to eat out every night for a week.

# ACTIVITIES

## **Tricycle Race**

Teams race in relay format around the office parking lot on small bikes. Employees bet on which team they think will win. All bets go to United Way.

## **Scavenger Hunt**

Host a scavenger hunt competition. Consider United Way of Randolph County partner agencies as part of the hunt.

## **Apple Bob**

Employees nominate contestants and vote using change or cash in jars. Fill buckets with water and apples. Tarps, goggles, shower caps and towels are recommended. On "Go!," contestants compete (no hands!) for 3 minutes to grab the most apples with their mouths.

## **2-1-1 Statistics Game**

At a team meeting, distribute stickers to represent statistics from the 2-1-1 Call Center (i.e. homeless population, past due on rent, in an abusive relationship). At the meeting ask people to stand up who have a red sticker and share with them that this means you were one of the x people who slept on the street last night, or a blue sticker means you were one of x people who were abused. These powerful messages reinforce the mission of the United Way of Randolph County.

## **Cubicle or Office Makeover**

Have employees' make over their cubicle or office.

## **Golf Putt**

Supply a putting green and club. Employees pay per putt for a chance to win prizes.

## **High Score**

Place a dart board in the office and sell dart board shots. Award prizes to winners.

## **Office Olympics**

Fire up the Olympic Torch (or grill) and let the games begin. Have a tricycle or office chair race. Have spelling contests, typing contests, or contests to develop the most persuasive or most complimentary memo, etc. Devise rules for each race in advance and seek participants. Combine the event with a cookout. Design award medals to display in the cubicles or offices of winners.

# ACTIVITIES

## **College Basketball Bracket**

During March Madness, turn your work bracket into a fundraiser for the United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of the United Way.

## **Karaoke Contest**

Each location, department or team nominates one employee to sing a song. Choose a variety of music or “spotlight” a particular theme of music. The winner is chosen by audience applause or a panel of judges.

## **Balloon Pop Surprise**

Put a prize note in each balloon (soda, jeans day, gift card, candy bar, sports tickets, etc.) Be sure to have one big prize. Place balloons in a contained area and have participants pay to pop balloons for prizes.

## **Joke Contest**

Have people pay to enter their best “clean” joke and campaign committee votes for the best one.

## **Pumpkin Carving Contest**

For a fee people can enter a carved pumpkin to be judged by others. Set up categories such as scariest, happiest, ugliest, most original, etc.

# AUCTION AND RAFFLE

## **Box Raffle**

Boxes are placed in highly-trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win. A winner is drawn from each box.

## **Silent Auction**

The company donates auction items such as office furniture, printers, scanners, computers, corporate box seats at a sporting event, company apparel, etc. Employees can also donate items/services. All proceeds go to United Way.

## **Baskets for Auction**

Gather your department and create themed baskets for a raffle. Basket theme ideas include a backyard barbecue, wine lover, beer lover, sports, activities for kids, movie night, etc.

## **Front Row Parking**

Raffle front row parking spots for a year, or during the winter months.

## **Paid Parking**

Raffle/Auction off a year's worth of free parking.

## **Lunch with CEO**

Lunch with CEO Auction or raffle off lunch with the CEO – CEO's treat!

## **Executive Auction**

Get the executive staff to donate half a day to the campaign. They auction each executive off to employees. The executive must take over the employee's job for that half day.

## **Extra Day Vacation**

Raffle/Auction off a day or ½ day of vacation.

## **Mystery Pumpkins**

Buy miniature or regular pumpkins for employees to purchase. Write numbers on the bottom of each pumpkin. Draw numbers for prizes corresponding to the numbers on the pumpkins. Pumpkins can be taken home and carved for a later Pumpkin Carving contest.

## **Rubber Duckies**

Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.



# ENGAGEMENT

## **Penalty Box**

Construct and decorate a penalty box made of cardboard. Managers are sent to the office penalty box for a determined amount of time or until they raise a set amount of money.

## **Executive Butler or Maid**

Executives donate an hour to serve lunch to employees. Have employees pay to enter.

## **CEO Embarrassment & “Change for Change”**

Whether it is a pie in the face, or any number of other activities, embarrassing the senior leadership is always a popular activity.

Conduct a “Change for Change Drive”. As a part of the drive, give all of the leadership team a bucket with their picture next to it. Any coins add to the total amount and dollar bills take away from the total. Leadership that raises the least amount gets embarrassed.

## **Participation Goals**

Set realistic participation goals for workplace giving. Have various awards for reaching each participation goal (pizza party, cookout, jeans day, time off, etc.).

## **Thank You Drawing**

Collect a variety of gifts – either donated, purchased, or intangible goods like free vacation days, lunch with CEO or one year of front-row parking. To encourage employees to pledge, every contributor to United Way is entered into a drawing.

## **Pledging Participation**

The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.

## **Happy Holidays to Your Clients**

Make corporate donations on behalf of your clients to United Way. Send clients a holiday postcard communicating the generous gift to the community.

# THEMES

## **1960s (or other era)**

Dress up in “60s” garb. Sell headbands, smiley face pins, tie-dyed shirts.

## **Wild West**

Employees dress in Western clothes. Use a cactus as your thermometer.

## **Cookie Caper**

Each pledge card is passed out with a cookie and the slogan “United Way Cookie Caper – Help us bring in the dough”.

## **Hawaiian Theme**

Each person turning in a pledge card gets a plastic lei. At campaign’s end, hold a Hawaiian potluck where employees wear their leis and dress Hawaiian. Have a limbo contest. Use a palm tree thermometer.

## **Mardi Gras**

Everyone loves a party, so why not model your campaign after the biggest party in the world – Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Cajun potluck.

## **An Hour of Power**

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour’s pay donation.

## **Beach Bash**

Decorate the cafeteria or break room with beach balls, etc. Serve hot dogs and fruit kabobs. Tell everyone to wear their favorite “beach wear” and then vote on the best one. Award prizes for the best outfits.

## **United We Stand...United We Give**

Use an All-American theme complete with apple pie tosses, picnics and red, white, and blue!

# INCENTIVES

- Complimentary hotel stay and/or airline tickets
- Around-the-world dining (pack of restaurant gift certificates of different cuisines)
- Call in “well” day or “sleep in late” coupon
- Car started & windows scraped every snow day in January
- Car washed by boss or co-worker
- Casual day
- Company promotional items
- Computers – new or gently used
- “Flee @ 3” coupon
- Free babysitting
- Free meal or dessert from the employee cafeteria
- Free oil change
- Gift certificates
- Golf with the boss
- Lottery tickets
- Lunch with your manager – his/her treat!
- Tickets to local sporting events or movie passes
- Open soda and candy machines
- Pizza party
- Play or concert tickets
- Use of company car and/or reserved prime parking space
- Vacation day