

THE LITTLE BOOK OF

BIG

CAMPAIGN

IDEAS

UNITE TO FIGHT 2017

Dear Employee Campaign Coordinator:

I firmly believe that every problem has a solution. All it takes is the commitment, passion and willingness to work together to find a better way. I want to thank you for stepping up to be part of the solution to the challenge of making Fairfield County a better place to live and work.

This year's campaign theme 'Unite to Fight,' highlights the important role our communities have to provide all children the chance to grow up healthy and graduate from school prepared to succeed in life.

As an Employee Campaign Coordinator, you serve an important role as the resident expert and ambassador for United Way's work.

The following pages will provide you with ideas to involve your workplace in a variety of ways that support our bold goal areas of Education, Financial Stability and Health. It is also important that you are able to share with your coworkers what United Way represents:

What is United Way?

United Way is engaged across more than 40 countries and territories worldwide.

1,200 local United Way offices throughout the country in a coalition of charitable organizations pool efforts in fundraising and support. United Way's focus is to identify and resolve pressing community issues and to make measurable changes in communities through partnerships with schools, government agencies and faith community.

United Way of Fairfield County is an independent United Way.

We fund in three areas: education, financial stability, and health.

Thank you for being a vital part of this important effort. Please let me know if I can provide additional tools and resources to make your campaign a success.

Susan

Focus on United Way Goals

Education: Back to School

Education Focused Fundraisers or Kick-Off Activities

1. Are You Smarter than a 5th Grader?
2. Worst school lunch – guess the mystery meat, school lunch cook-off, pot luck lunch
3. School picture contest – guess who or vote for best hair, best clothes, etc.
4. Spelling bee
5. Trivia contest
6. Decade day – dress your school decade
7. “We survived our school years, let’s help others do the same” – bring in school picture & survival story – \$1 per guess
8. Bring in your favorite kids book & childhood picture – charge fee for guesses – donate the book
9. Dress up as your favorite childhood superhero – charge fee, make it a contest

Health: Support United Way & Keep the Doctor Away

Health Focused Fundraisers or Kick-Off Activities

1. Biggest loser contest
2. Healthy recipe cookbook
3. Fun active games/activities: office chair races, sports tournaments, Zumbathon
4. Number of hours in the gym contest
5. Worst health habit – guess who it is
6. Blood pressure checks – if you do not meet the criteria, must donate
7. Give up soda for a day – donate the money saved
8. Healthy luncheon – provide salad fixings, etc. – employees donate
9. Most appetizing healthy meal competition
10. Putt-Putt contest
11. Salad lunch
12. Football toss
13. Pedometers – count steps

Financial Stability: Try your Luck; You Might Just Make Some Bucks

Financial Stability Focused Fundraisers

1. Silent auction or ticket raffle
2. Penny jar war
3. Tournaments with entry fees: i.e. corn hole tournament
4. 50/50 drawing
5. Jean day/jersey day/shorts day – charge a fee for wearing them
6. Pie in face/dunk a supervisor – for a fee
7. Monopoly money game
8. Online auctions
9. Vacation day auction – department heads/managers can actually work in the position of the person that bought their vacation day
10. “Adopt a piggy” – piggy bank decorating contest, put money inside to vote for winner

Auctions & Raffles

We have had a ton of success with companies adding online auctions and raffles to their annual work place campaigns. The key is to recruit tons of donated items and services from both employees and vendors.

Great items to consider for either an auction or raffle:

- Employee parking spot
- One-day vacation
- Lunch with a co-worker
- Car wash
- Tickets to a special event
- Leave early on a Friday
- Day in the life of the boss
- Golf or an activity with the boss
- Company logo item
- Extra-long lunch hour
- Old computers / laptops after an upgrade
- Employee share their talents or hobbies

Other Major Events

Flashback Carnival

Invite employees to an old-fashioned carnival, complete with cake walks, bake sale, bubble blowing and 50-cent hot dogs. Hold a hula-hoop contest and hoop shoot to really give it that flashback flavor. Set up a dunk tank with all your dunk able executives (charge \$3 for three balls). Throw pies at all your favorite executives. Bean bag toss, \$1 for 3 throws. Charge participants a fee to enter the contests.

CEO/Executive Car Wash

Employees donate \$5 to have their car washed at high noon by the boss in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for pictures of the employee and the boss washing their car.

International Food Day

Employees team together to create tasty treats from around the world. Employees decorate their own booths/tables and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. A panel of “celebrity” judges awards prizes.

Casino Night

What are the ingredients for a successful casino night?

- A few blackjack tables
- A roulette wheel
- A poker table or two
- One bingo table
- Food and drinks

Invite employees and their families. Local businesses can donate prizes and items for winners.

For the Birds

Deliver a group of fake, pink flamingos to a donor's yard and leave a note explaining the cause and asking for a donation to "replant" the flamingos in the yard of the next "victim" the first donor designates.

Low or No Cost Events

Desert Cart/Bakery Cart

Wheel a cart of bagels, doughnuts, danishes, cookies, brownies, etc. through the office, collecting United Way donations in exchange for the goodies. Everyone wants something sweet after lunch.

Craft and Bake Sales

This popular activity gives everyone a chance to share their hobbies and special baking talents. All items donated and sales go to the campaign.

Chili Cook-Off Contest

Employees cook their favorite recipe and enter it into a cook-off contest. A panel of "chili experts" selects the Official Chili Champion.

Balloon Pop

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1 – \$5 to buy a balloon and pop it to find out what prize they've won.

Department Penny Wars

Each department is designated a jar. Employees are encouraged to fill their own department's jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value only negative (ex. a dime is minus 10 points). The department with the most positive points at the end of the week is awarded a prize.

Employee Cookbook

Collect and group recipes into a customized cookbook. Employees' children create illustrations for the cookbook, including cover. If possible, print and bind books.

Pumpkin Carving or Decorating Contest

Plan a Halloween theme and hold a pumpkin carving contest. Employees enter carved or decorated pumpkins individually or by group. Charge \$5 to enter and \$1 to vote. Award prizes in various categories.

Examples:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

Bingo

Sell bingo cards for employees to purchase. Get local stores to donate prizes for all winners.

Ugly Lamp

Have employees decorate a lamp and make it as ugly as possible. Employees will have to pay \$5 to have it removed from their desk and be able to put it on another co-worker's desk.

Spell S-U-C-C-E-S-S

Hold a spell-a-thon with each contestant collecting donations for the number of words they spell correctly. The top winners receive donated prizes.

Lunch Box Auction

Have each participating employee pack a special lunch. Encourage them to get creative and make deluxe sandwiches or wraps. Include delicious treats like brownies or chocolate chip cookies. Auction before lunch.

Popcorn Sales

Sell popcorn to employees. Who can resist the smell of fresh popcorn popping?

Egg Baby

A single egg is given to each staff member who must treat the egg with attention and care. They may choose to keep the baby all day long or pass it along to another person for a babysitting charge of \$2. If dropped, a \$5 hospital fee is charged.

Cake Walk

Have employees bake cakes and hold a cake walk for a fee.

Sucker for a Buck

Pay \$1 and get a sucker and a prize that goes with it (color code the bottom of the sucker; certain color, certain prize).

Flowers

Work with a local florist to donate flowers that employees buy for \$2 to send to co-workers or bring home for a special someone. For a special touch have a couple of employees deliver the flowers in tuxedos.

Tricycle Races

Create teams with three or four riders. Teams are named and publicized in advance, allowing employees to make bets on the winning team. Team members ride large tricycles (rent or arrange to borrow) through a predetermined course through the office or outside. Have the course marked with signs or tape on the floor. The race can be designed as a relay.

Spelling Bee

Hold an event during staff meetings or over lunch. Contestants pay \$5 entry fee. Observers place \$1 wagers on their favorite participants. The winner walks away with the coveted “Who Needs Spell Check” award.

Pie in the Face

Employee pays \$5 for a pie to be thrown in the face of the executive of their choice.

Name that Tune

Employees pay \$5 to participate. Contestants then go up against each other to test their knowledge of songs.

Walking Taco

Set up a cart with taco ingredients and have an employee push it around during lunch time for people to purchase and make their own tacos. Or use a bag of Fritos and place meat and toppings in the bag. Great for people that don't have a long lunch break.

Sports Team Day

Have employee pay \$5 to be able to wear their favorite sports team apparel.

Slipper or Shorts Day

Have employees pay \$5 to be able to wear their slippers or shorts to work.

Jeans Day

Have employee pay \$1 to be able to wear jeans to work for one day. \$5 if they want to wear jeans for a week.

Push-Up Contest

Ever wondered who is the strongest person in the office? Contestants pay \$5 entry fee. Observers pay \$1 to wager who they think will do the most push-ups.

Jump Rope Contest

Contestants pay \$5 entry fee. Observers pay \$1 to wager on who they think will last the longest jumping rope. The winner is the one who last the longest without messing up.

Talent Show

Put on a talent show during lunch time. Have contestants pay \$5 entry fee. Observers pay \$1 to attend the show. Make sure to have a panel of judges.

Karaoke

Employees pay to vote on the executive they want to sing karaoke. If the executive does not want to sing, they can pay a fee to pass the task to someone else.

Go for the Gold!

Bring the Workplace Olympics to your office! Use everyday office items for the competition (like office chair races and wastepaper basketball) and be creative. Don't forget to give the winners medals!

Wii Are Ready to Party

Have employees bring in their video game console and games. People can donate to play. Wii Skiing and Rock Band are always good choices!

Do you have Game?

Recruit employees to play a chosen board game.

Competitive Eating Contest

Find your office's competitive eating superstar. You can either pick a classic food – like hot dogs or doughnuts – or get creative. Participants have to donate to enter.

Show Off Your Moves!

Hold a company dance party during lunchtime or after work. It's a great way to unwind and see if your executives have the moves. You can turn it into a disco theme, where employees can wear their favorite 70's accessories.

Baby, Pet or Prom Picture Match Game

Invite employees to try their luck at matching baby, pet or prom pictures of employees. Charge employees to vote and award a fun prize to the person with the most correct matches.

Funniest Home Video Contest

Invite employees to create their own "home" or "work" videos. Charge an entry fee at a viewing party; offer a prize.

Pot Luck Luncheon

Participating employees bring a hot dish, appetizer, salad, side, dessert, etc. to be shared. Employees pay \$5 to fill their plate and sample everything.

Put Yourself in Their Shoes

Ask employees to wear a crazy pair of shoes and enjoy a wild and crazy lunch. The menu: FOOT-long hot dogs, SHOESTRING potatoes, CORN chips, ARCHway cookies, and SOLE music e.g. "Blue Suede Shoes."

Whose Legs are Those?

Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Encourage employees to pay \$1 to guess whose legs belong to which co-workers.

United Way 007

Clues are given to employees in the form of riddles. The department or individual who figures out all the riddles receives a prize at the end of the campaign.

Exotic Locales

Whether you transform your campaign into a Hawaiian luau, African safari or the Australian outback, employees are sure to have a wild time. Encourage staff and volunteers to dress the part. Host a lunch with theme-related food.

Tailgate Party

Create a sports theme party to coincide with football season. Hold the party in the parking lot. Serve hot dogs, chips, soda and play a game of flag football.

Employee Trivia

Collect unusual facts about employees, for example, "Name the employee who appeared on the David Letterman show." Each staff member submits their guess. There is a \$5 donation per trivia sheet. Other themes could include music, organizational history, sports, etc.

"Buy a Big Shot" Auction

Get executives to donate a half-day to your campaign. Auction off each executive to the highest-bidding employee or department to work for them for a day.

White Elephant Sale

Ask employees to bring in a wrapped "white elephant" gift – an unwanted, but usable (although not necessarily useful) object from their home. All who donate can receive a raffle ticket and when their name is called, they can choose one of the mystery items.

