

Campaign Activity Ideas

Your United Way campaign can be energizing and bring people together under a common cause. The more you educate people about United Way and have fun doing it, the more success you are likely to have.

Special event fundraisers should not be the focus of your campaign but rather the icing on the cake. Emphasize the annual campaign, recognition and education, but use special events to enjoy and celebrate your campaign.



United Way
of the Blue Mountains

Airplane Toss

Throw paper airplanes through a hula-hoop, charge per throw. You may have to show them how to fold the airplanes, but lessons will cost. This is a great event if you have a big engineering department.

Auction

Ask employees to donate an item to be auctioned off. Items can include old items from home, a service (e.g., car wash) or handmade item (e.g., baked goods or crafts). Advertise your auction well in advance and combine it with a potluck lunch.

Barbeque

A barbeque is a common component of United Way campaigns. To make your barbeque successful advertise the items that will be served and sell tickets well in advance so that you can determine how many hamburgers (or hot dogs, steaks, etc.) you will need. Encourage management to cook.

Candy Grams

It doesn't take much time to organize a candy-grams fundraiser, but it can end up raising a lot of money. Sell candy grams to employees for a small fee and deliver them on the last day of your campaign. Try to pick a treat that ties into your campaign. For example, you could use Halloween candies if there is a Halloween theme. Bulk stores sell a wide variety of shaped gummy treats.

Pumpkin Carving Contest

Put together a team of carvers or individuals. Set different categories for judging (most creative, scariest, funniest, etc.). Charge teams/individuals to enter or charge people to vote for their favorite.

Casual Day

Casual Days are very simple to run. Make sure you get permission from management. Charge employees \$1 or \$5 to dress casually on the designated day. Employees can wear a badge that says they are dressed casually in support of United Way. Suggestions: Jeans day, pajama day, jersey day.

Bagging It

Designate a day as a "Brown Bag Day" every month or every other month. Encourage staff to bring their lunches on that day and bring in a speaker to talk about United Way initiatives or a funded program. After the lunch, post a brief summary of the presentation on your website, print it in your newsletter or distribute via email.

Coffee or Bakery Cart/Happy Hour

Arrange for volunteers to bring a coffee and snack cart throughout the office one day. Advertise it in advance. Solicit donations of coffee and snacks from suppliers or ask co-workers to contribute baked goods. If you do have to purchase items, make sure you sell them at a profit. Suggestions: popcorn, iced tea, ice cream bars

Bake Sale

Many organizations hold bake sales to raise money. Ask employees to bring in baked goods for the event. Package in individual serving sizes for a mid-day snack. Advertise well in advance of the bake sale with posters, flyers and e-mail. Don't forget to recruit volunteers to help with set-up, serving and clean up.

Cookie Exchange

Similar to a bake sale, ask employees to bring in their favorite cookies for the event. All cookies are placed on tables and employees can walk through and pick their favorite ones to take home. Charge by the container or by the pound.

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Chili Lunch or Cook-off

Invite employees to bring in a batch of their best chili, then have co-workers judge each chili based on taste, texture and fire value. Advertise in advance with posters, memos and e-mails. To help the luncheon run smoothly, sell tickets in advance. Provide rolls and salad. Charge an entrance fee and tasting fee.

Decorating Contest

Host a decorating contest and charge participants to enter or charge employees to vote on a winner. Items to be decorated could include an office, a piggy bank, a toy car, a t-shirt or anything else you can think of!

Email Bingo

Email bingo can take place all day unlike traditional bingo. Sell bingo cards to email users. Throughout the day, call out bingo numbers using email. The first email user to get bingo should then reply to all and win a prize.

Pie Toss

Recruit management to help you with this carnival classic. Give employees the opportunity to toss whipped cream pies or damp sponges at willing volunteers for a dollar or two. Make sure that targets wear garbage bags to protect their clothes.

Executive Car

Wash Ask members of the senior management team to wash cars during one lunch hour. Hold the car wash in the parking lot and charge employees \$3 or \$5 to have their cars washed.

“Root” for the Community

Provide root beer and ice cream and sell to employees during break or lunch. Set up tables with information about United Way initiatives and partner providers for an educational piece.

Radio-controlled Car Race

Set up a pre-determined course/race map. Use timers to see who can run the course in the shortest time.

Games (Carnival Style)

Set up old-fashioned carnival games such as a ring toss, fish pond and balloon dart-throw. You can purchase inexpensive prizes through Oriental Trading. Award prizes to the winners of the “games of skill”.

Penny Wars

This event can last the duration of your campaign or year round. Have departments compete to collect the most pennies. For an interesting twist, you can make it so that other types of coins are worth negative points. For example, a nickel would cancel out five pennies. This allows people to “sabotage” other teams while raising more money for United Way.

Midnight Breakfast

If your organization has a third shift, charge employees for a midnight breakfast served by executives and other day employees. This can also be done with a second shift crew.

Farmer’s Market

Ask employees to bring in extra items from their gardens. Allow employees to purchase fresh home-grown produce.

Something-a-Thon

Walk-a-thons, Dance-a-thons, Skip-a-thons and other “Marathons” are popular events. Have participants collect pledges for your event based on the number of hours danced or miles walked.

Volunteer Event

Organize a group of employees to volunteer for United Way of the Blue Mountains.

Picture Contest

Post employees’ baby pictures and sponsor a contest to guess who’s who. Post pet pictures and guess who owns them. Have employees purchase chances to guess.

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Potluck Lunch

Ask each staff member to contribute a dish for a potluck luncheon. Make a sign up form ahead of time to ensure a mix of salads/starters, main courses, drinks and desserts. Give it a multicultural twist by requesting dishes from all over the world. Charge a small fee to eat.

Survivor

Create tribes (teams) to compete throughout your campaign for prizes. Hold luxury challenges each day where groups compete mentally or physically for a treat such as soda, candy or raffle tickets. Some suggestions for luxury challenges include the following: United Way quiz, office mini-putt game, trivia game or a scavenger hunt.

Tacky Toilet

Inspire competition between branches or departments. Put a toilet on a platform, with a plexi-glass lid with a slot under the seat. Employees must fill the bowl with change before they can pass it on to the next location. Each location must add a "tacky" decoration (such as a hula girl, etc.) to the toilet before they pass it on. Post a sign saying "Don't flush your money away, Give to United Way" to inspire customer giving!

Where in the County is Your CEO?

The company CEO or president can visit different United Way agencies and get his/her picture taken there. Be sure not to show the agency name (unless a clue is needed). Share a photo with employees each day and they can guess the correct agency to win a prize. This game is fun, shows that the CEO/President is a supporter, and gets employees to read through the materials in order to find the answers.

Scavenger Hunt

Hold an office scavenger hunt. Split into teams (perhaps by department) and have employees search for a few items during the lunch hour. Award a prize to the winners. You can also hold scavenger hunt electronically with questions about United Way and the programs we fund

Pentathlon

Schedule noon-hour events each day of the week. Some suggested events are paper airplane-throwing, wastebasket basketball, an obstacle course and a briefcase toss. Encourage interdepartmental competition and hold finals in the main lobby so that employees can cheer on their colleagues.

Crazy Olympics

Employees compete in crazy "athletic" events for silly prizes. Participants donate to enter. Observers wager bets on their favorite entrants. Examples of events: three-legged race, tricycle race, push an egg (not hard-boiled!) across the finish line with your chin. Mini-golf using beach balls, pool cues, etc. Use your imagination!

Balloon Pop

Blow up balloons and place a numbered ticket in each balloon. Participants purchase balloons and pop them to win a prize. Balloons may be placed around the office to create a festive atmosphere or put balloon bouquets on a cart and take to each person's work station.

Sausage Race

Hold a Klement's Sausage race! Have designated employees wear the costumes and race around parking lot. Employees can bet on winners. Make it extra fun by requiring specific sausages to start behind or ahead of the pack (those under 30 step back three paces, person signing all paychecks step up four paces, etc).

Your Idea!



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