

LIVE UNITED



Monadnock United Way

Your Campaign can be so much more than just listening to a small speech and filling out a pledge card. Show the employees how much their donation is valued by making the campaign fun! The ideas below can help get your campaign off to a great start.

Workplace Campaign Themes & Activities

Select a Campaign Theme Whether your campaign lasts a day or a week, making the campaign fun is well worth the effort. Think of things that your employees would find engaging and rewarding.

- **How to make it work:** Select a theme that will easily align with event ideas. Options include: Carnival/Circus, Casino Night, Historical Eras, or Sports.

Make it fun Tie your activities in with your theme for an enticing and entertaining event

- **How to make it work:** Design an employee carnival. Set up games (such as spoon races, ring toss, or guess the jellybeans), provide fair food, or even rent a dunk tank!

Event Suggestions and Ideas

Food brings people together Whether you have a cookout or a cookoff, your initial campaign meeting needs to grab your employee's attention and encourage them to attend.

- **How to make it work:** Host a cookoff contest by asking co-workers to bring in their favorite crockpot recipe. For a small fee, employees can sample the dishes and vote on their favorite dish. Bragging rights for the winning recipe!

Healthy Competition A little friendly competition can bring out the best in your co-workers and your MUW campaign.

- **How to make it work:** Run Office Olympics! Set up games like paper clip jump rope, office chair races, or trash can basketball. Allow teams to "buy" head starts and other advantages with all proceeds going towards your campaign.

Virtual Event Suggestions and Ideas

Fun brings people together Whether you host a virtual game day or trivia challenge, your campaign event needs to grab your employee's attention and encourage them to participate.

- **How to make it work:** Host a virtual game day! Check out how at: <https://www.countryliving.com/entertaining/a31995635/virtual-game-night-ideas/>.

Healthy Competition Competitive challenges don't have to be done in person. You can still have fun while remaining socially distant and supporting your workplace campaign.

- **How to make it work:** Run Office Olympics over Zoom! Set up games like paper clip jump rope, office chair races, or trash can basketball. Allow teams to "buy" head starts and other advantages with all proceeds going towards your campaign.
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For more ideas See the ECC Virtual Event Ideas handout!

Incentives for Giving

Reward and incentivize donors Offer prizes in specific categories:

First time donor
Increased donor over their prior year's level
Increased to leadership level (\$500 or above)
Most years as a donor
First pledge form returned
Anyone who pledges on the first day of the campaign

- **How to make it work:** Communicate about the special incentive prizes that employees can win *only if they donate to the campaign*. Keep this separate from other raffles. Incentive ideas include casual dress day, VIP Parking spaces, extra PTO days, company swag, or gift cards to local businesses.

Fundraiser Ideas

A little extra incentive Everyone likes to feel good about giving back to their community. But if they can also win something? That's even better!

- **How to make it work:** Keep the raffles open for the duration of the campaign or have a different raffle every day. Make the prizes something employees will really want to compete for! These raffles can be open to anyone, not just those who choose to donate to the campaign. Set raffle ticket prices low and make bidding unlimited! Ideas include:
 - Themed Gift Basket Raffle (Movie Night, Lottery, Wine & Cheese, Board Games)
 - HR raffles off items such as a paid day off, paid half-day off, priority parking space, sleep in late coupon, or a get out early coupon.
 - Jeans Day—Employees donate \$5 to wear jeans on a selected day. Each additional item could be a \$1; for example, flip flops, t-shirts, etc.
 - Corporate Car Wash—Upper Management becomes a car wash team for their employees. Employees donate \$5 to see their boss wash their car.
 - Undercover Boss—Employees pay \$1 to vote for which department the company's president/CEO has to work in for a day