



## UNITED WAY WORKPLACE CAMPAIGN

# Five Steps to a Fun Workplace Campaign

Making your campaign fun is the best way to get people excited and engaged with the work of United Way. Here are some steps and ideas to get you started.

### Step 1: Recruit a Committee

Don't try to run your campaign by yourself! Recruiting a committee will help you share the workload, communicate the message broadly throughout the company, and bring forth more ideas and perspectives. The most successful committees are made up of representatives from all areas/levels of your organization.

### Step 2: Plan a Kick-off Event

A kick-off event is perfect for boosting excitement—the more spectacular and fun, the better! Advertise the kick-off via email, social media and on your company intranet to get people pumped up about the fun to come. Get creative with your event, some companies have a breakfast or happy hour (food is always a draw) to kick-off their campaign. Including an agency speaker and a United Way representative is a great way to connect the campaign to the mission. This is also a great opportunity to communicate to employees the incentives and activities that will take place during your campaign.

### Step 3: Offer Incentives

Sometimes generosity needs a kick-start. In addition to United Way's campaign incentives, offering company-specific incentives is a great way to increase enthusiasm and participation, encourage prompt pledging and increase average gifts. Most importantly, tailor your message for your company. All gifts at any level are important and make a huge impact.

#### Using incentives to meet company goal, regardless of size:

#### Hourly Employees

##### Example company goals:

- Company reaches 50% participation
- New donors give \$5 per pay period

##### Incentive ideas:

- Special parking spot
- Pizza party in the breakroom
- United Way/company swag
- Gift cards
- Movie tickets

#### Small Businesses

##### Example company goals:

- 100% participation
- Increasing gift to next giving level

##### Incentive ideas:

- Breakfast at the CEO house
- Team outing event, such as bowling, golf, baseball game, movie etc.
- Food Truck Friday
- Extra vacation day
- Come in late/leave early pass

#### Professional Firms

##### Example company goals:

- Increase company giving by 10% over previous year
- New Palmetto Society donors, or current Palmetto Society donors increase by 10%

##### Incentive ideas:

- Extra vacation day
- Casual/jeans Friday
- Come in late/leave early pass
- Pie an executive in the face

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## Step 4: Hold a Special Event or Contest

Special events and contests raise awareness of your campaign, raise money on top of pledges, and, most importantly, contribute to a strong company culture. Be creative! Make sure your events are strategically scheduled throughout the campaign to build momentum and involve the team in planning and implementation. Most importantly, make it easy for employees at all levels to participate. Letting employees form and compete as teams also adds an element of fun. Don't forget to take pictures for use in communications and future campaigns. Here are some fun ideas:

### Include an Executive

- Dunking booths
- Pie in the face
- Public shaving/no shave
- Jail and Bail

### Food Fundraisers

- Pancake breakfast
- Bake sales
- Chili cook-off or dessert contest

### Auction/Raffles

- Silent Auction
- Purchase raffle tickets to win items

### Volunteer Service Project

- Live United Day, September 27, 2018—participate in an exclusive team volunteer opportunity with projects focused on the Cycle of Success! Email [info@handsongreenville.org](mailto:info@handsongreenville.org) for more information.

### Hold competitions or contests where the winning team receives raffle tickets for a drawing or prize

- Scavenger hunts
- Trivia contests
- Baby picture guessing
- Halloween costume
- "Fear Factor" style game
- Employee Olympics
- Miniature golf around the office
- Darts
- Pumpkin carving
- Department "Family Feud"
- Penny Wars
- Department with most pledge cards turned in

## Step 5: Say Thank You!

Thank employees through some of the following ways:

- Send thank you cards
- Recognize givers and volunteers during staff meetings and in newsletters, e-mail or intranet and office bulletin boards
- Personalized letter, phone call, or visit from the president
- Thank-you posters that include the names of all donors
- Awards/results luncheon

Would you like to brainstorm about ideas to improve your campaign?  
Contact Alex Burnside at [aburnside@unitedwaygc.org](mailto:aburnside@unitedwaygc.org).

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