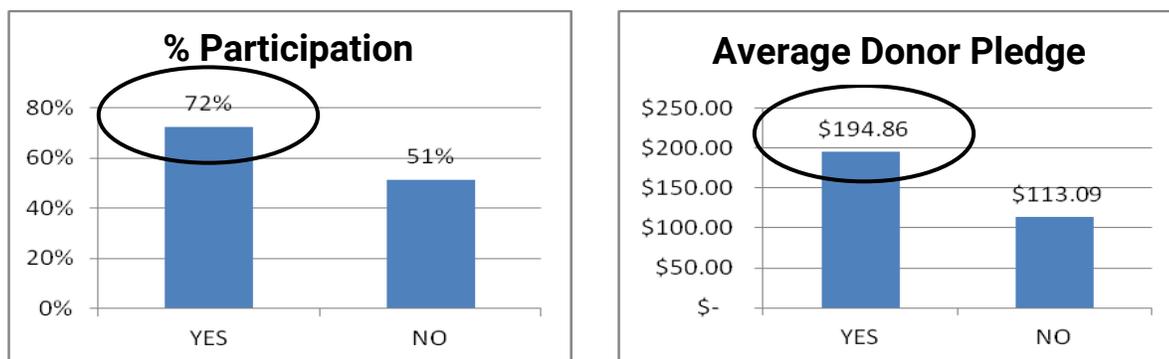


You are the Hand Raisers! You are the Game Changers!

Thank you for being part of team United Way. You play a critical role in the success of the campaign. Here are some ways to boost your campaign and give recognition to those who donate.

Have the CEO or Manager Speak at the Rally

Participation and the average donor pledge increases when someone in authority participates as a speaker. (Local company results below.)



EXAMPLE: Premier Bankcard Campaign Process

A small team of employees coordinates efforts for the campaign and then rallies are held (20 minutes each) for team members. Rallies are held at various times throughout the day with the goal of 100% attendance at rallies. Before the campaign begins, a leadership breakfast event is held and all of last year’s leadership donors and potential leaders are invited to attend.

This campaign format has seen big growth, especially in the area of leadership giving. Much of this success is due to setting goals for the campaign team and reaching for those goals.

Company Incentives

- **Fair Share Donor Incentives:** Employees who pledge one hour’s pay each month receive one extra day of vacation.
- **Leadership Donor Incentives:** Receive one vacation day, plus a shirt or jacket with the company logo and United Way leadership logo on it. Employees receive two jeans days/month when they can wear this polo/jacket with tasteful jeans.
- **Rising Heart Club:** Those who commit to giving at least \$5/week and commit to increasing by \$1/week for five years. These club members also reap the benefits of leadership donors.

Other companies (Five Star Call Centers) use this incentive to strengthen their campaigns.

United Way fights for the **Health, Education, and Financial Stability** of **EVERY PERSON** in **EVERY COMMUNITY**

Recognition

Acknowledge those who have been loyal contributors to United Way, increased their pledge, or are first time givers. United Way can provide you a list of loyal contributors.

"There are two things people like more than love and money...praise and recognition."
(Mary Kay Ash)

Here are a Few Ideas to Recognize Employees and Say "Thank You":

- **Parking Spot**
Consider offering designated parking spots to employees that donate. This can be done for a year or do a monthly drawing. Give new employees the chance to give so they can get a chance at a parking spot.
- **Wall of Fame**
Another great way to say thank you to employees is by acknowledging them publically and creating a "wall of fame" for all those that donated.
- **Sticky Notes**
Leave notes on employees' desks or computer monitors. Post a sticky note saying thanks for giving. It is a simple but effective way to say thank you.
- **Food**
A way to anyone's heart is through their stomachs. Take donors on a company-paid lunch and thank them as a group. Bring in doughnuts or cupcakes for a morning or afternoon snack. A meal or snack is a great way to show gratitude to employees.
- **Email**
Not everyone is a big fan of email blasts, let alone receiving them. But in this occasion, email blasting is encouraged. Send an email to the entire company explaining how impressed you are by the high level of employee giving to United Way.
- **Pizza Party**
Have a spontaneous pizza party during your campaign. Time with colleagues is fun; it breaks up the routine and lets employees know how much you value their giving.
- **Group Photo or Appreciation Certificate**
Have everyone that donates sign a framed group photo or certificate of appreciation. Employees feel honored and realize that their donations are important. Hang the photo/certificate in a visible public space for all to see.
- **Time Off**
Give employees time off from work. Allow employees to leave early or come in a little later. Give a day, an hour or an afternoon off to anyone that gives at a certain level. Hold a daily drawing during your campaign for those that have completed their pledge.
- **Just Say "Thank You"**
The easiest way to say thank you to employees is to simply say it to them face to face. Especially if the "Thank You" comes from a leader and is heartfelt.

Fun Campaign Ideas

Here are some ideas to use during your campaign to have fun and increase awareness about what United Way does. Be creative. Ideas don't have to cost much, just be fun. Don't hesitate to contact us if you need suggestions or assistance.



Employee Car Wash

Directions:

1. Recruit a team of car washers (consider involving managers) and determine shifts.
2. Team members bring sponges, rags, soap, buckets, hoses, etc.
3. Set up wash site in the parking lot.
4. Wash tickets may be purchased in advance or simply recruit cars on wash day.



Chili Cook Off

Directions:

1. Employees sign up to bring in homemade chili.
2. For those who would like to help but are not master chefs, napkins, utensils, and bowls or portion cup are always needed.
3. Number the samples and have people vote on the best one.
4. Spice up the event by encouraging a western theme with employees dressing up in cowboy hats and bandanas.
5. People pay \$5 to taste all the entries.
6. Hand out blue ribbon prizes for the winners or other fun trophies like; the golden spoon, the box of tissues for the hottest, Gas X, etc.



Team Weight Loss

Directions:

1. Develop teams of employees willing to lose pounds for profits.
2. Each team member pays a fee (a United Way contribution) to enter the competition.
3. At the start date, all employees weigh-in and record their starting weight (honor system may be used). Pick an ending date for the final weigh-in. The team that together loses the most pounds wins.
4. Employees may choose to weigh themselves at various times throughout the competition to "brag" to competing teams, encouraging competition.
5. Elect a team captain to tally final weight loss results of the team. Give the winning team a special award.

Identify the Baby Contest



Directions:

1. Employees submit a favorite baby picture either printed or digitally.
2. Pictures are scanned and printed in black and white all the same size and posted on a bulletin board.
3. Employees purchase a chance to match co-workers with baby pictures.
4. When purchasing a chance, give purchaser a numbered sheet with blanks to write their guesses. Have them put their own name at the top and turn in.
5. Employee with the greatest number correct wins a prize! Remember to have more than one prize on hand in the event of a tie.

Partner Agency Tours



If the thought of bringing all of your employees to visit one of United Way's agencies seems overwhelming, try what other companies have done. Offer the opportunity for a handful of employees to take a tour of a partner agency and then they come back to work and share what they experienced first-hand.

Benefits:

- More of your employees see exactly how your donations are helping.
- Low time commitment on behalf of your company.
- Can be used to thank employees who give (or to encourage those who haven't given in the past).
- Those who tour can help share the story of what they saw. Helps ease the pressure from the Company Coordinator to provide 100% of the encouragement.

United Way can help you coordinate a tour at any of our agency partner locations. Just ask your United Way volunteer to help or call United Way at 255-3551.

Tricycle Races



Directions:

1. Create teams of three to four riders per team. Teams are named and publicized in advance, allowing employees to make pledges or "bets" on the winning team.
2. Team members ride tricycles through a predetermined course through the office. Possibilities include: through hallways, lunch/break rooms, around cubicles, chairs, and in and out of offices.
3. Have course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas around the office.
4. The race is designed as a relay. Team members may pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. Take pictures for the company bulletin board, newsletter and send to United Way.

Indoor Mini Golf



Directions:

1. To make the event a contest, each department designs a creative hole using only materials already in their department. Examples include: wastebaskets, letter trays, reams of paper, machine parts, etc.
2. Round up clubs and staff the course during the lunch hour for the week of the campaign. Employees play the course as often as they like for a fee.
3. The CEO can serve as the “Pro”, challenging the employees with the winning score to a sudden death playoff on the final day of mini golf.
4. Prizes are awarded to the department with the most creative hole and to the best golfers.

Put Yourself in Their Shoes/Socks



Directions:

1. Encourage employees to wear crazy/funky shoes or socks during your campaign.
2. Hold a campaign event with FOOT long hot dogs, SHOE string taters, CORN chips, SOFT SHOE drinks and SOLE music (“Blue Suede Shoes”, “These Boots Were Made for Walking’, etc.).
3. Host guest speakers from United Way-funded partner agencies, or have guest speakers from within the company. Speakers relate their experiences with United Way and personally ask people to “put yourself in my shoes or socks”.
4. Keep track of fundraising progress using racing shoes or funky socks as indicators of your campaign progress.
5. Hand out thank you notes at the end of the campaign, tied with shoelaces or cut out of paper to look like a shoe or a sock.

Game Show Giving



Directions:

1. During the campaign, have “Game Show” themed events. Use company trivia or United Way facts as answers. United Way facts available at: www.unitedwaysiouxland.com.
2. For each game, make a display board and place it in a heavily-traveled area like the reception area or cafeteria.
3. Make up answer sheets for each game and place them beside the display.
4. Create a drop box for answer sheets and place by the display.
5. Go through the answer sheets, hold a prize drawing for those who got 100% correct.
6. Announce the winner of Game One and list their name near the next day’s game display to get excitement going. Do this with each game’s winner.

Some game ideas:

- **Jeopardy** – Have 5-10 answers about United Way, partner agencies, etc., on a board. Make up play cards/answer sheets and have employees write down the questions and drop them in the box.
- **Wheel of Fortune** – Have several puzzles related to United Way, such as partner agencies, programs and initiatives, etc., (give them vowels for free) and have employees write down their guesses and drop them in the box.
- **Let's Make A Deal** – Go around the office and ask random United Way-related questions to employees. If they get the answer right, give them a prize on the spot. (Works well if you can get a company leader to go with you to hand out the prize.) You can also offer the choice of prizes and at the end of the week if they don't open their prize the chance to trade for something else. Prizes can easily be obtained from any discount store or online.
- **Who Wants To Be A Millionaire** – From a list of donors, draw names randomly to be contestants. Ask them to name three United Way agencies that help kids, promote financial stability or health, etc. Whoever writes them down the fastest and raises the paper in the air gets to play first. Using the United Way brochure or website, put together some questions about United Way for the contestants. Use play money for prizes.



More Ideas

1. **Silent Auction** - Gather auction items and create bid sheets, being certain to provide a minimum bid for each item. Create competition between departments to come up with auction items. All proceeds go to United Way.
2. **Dress-up the Boss** - The boss wears a costume or team jersey voted on by employees if the campaign goal is reached.
3. **Guess How Many** - Guess the number of jelly beans, M&Ms, pennies or other items in a container. Buy chances to guess. Closest guess receives a prize.
4. **Theme Lunches** - Add fun to campaign week by hosting a theme lunch such as 50s, 60s, 70s, or 80s, holiday themes, TV shows, sports, etc.
5. **Trivia** - Ask trivia questions about the United Way and United Way partner agencies at campaign meetings. Give away prizes for correct answers.
6. **Bakery Cart** - Wheel a cart of bagels, doughnuts, granola bars, coffee and juice through the office, collecting United Way donations in exchange for the goodies.
7. **The Boss Cooks for You** - Have a special meal where leaders cook; grill out, pancake breakfast, soup day, etc.
8. **Karaoke Contest** - Hold a contest to determine who has the best and worst karaoke talent. Co-workers may buy votes ahead of time to elect the "Star of the Show" who will sing the first song. Charge an entrance fee for the show.

Share Your Story



Share your fun with others. Send pictures to Morgan Harpenau:
MHarpenu@unitedwaysiouxland.com