



Great Things Happen when we **LIVE UNITED!**



United Way of Cass County

Campaign Activity and Incentive Ideas

The most successful campaigns are the ones that make the experience both personal and fun for every employee. Great ideas are limited only by your imagination.

Activity Ideas

Agency Visits

Before the campaign, arrange for staff to visit a United Way of Cass County agency so they can see exactly how their contributions are helping people in our community. Informed employees are among the best contributors.

Book Drive

Collect books to support Cass County Reading Railroad, a literacy initiative of United Way of Cass County.

Coin Wars

Each department starts with a large, empty water-cooler bottle. Employees donate spare change, with pennies, nickels, dimes and quarters count positive, while dollar bills count negative. Saboteurs can donate dollars to other teams' containers. The team which is furthest in the positive wins a prize and all funds to the campaign.

Pie in the Face

Challenge your top management to participate in a pie-throwing contest. Employees pay \$5 for the chance to target their manager. All proceeds go to the campaign.

Chili Cook-Off Contest

Employees (or a team of employees) cook their favorite chili recipe and enter it into a cook-off contest. A panel of chili experts selects the winner and employees pay a small amount to taste the chili. You can also charge teams to enter the contest or add this event to add "spice" to a community fair.

Ugly Tie/Earring Contest

All contestants pay a fee to enter the best awful earrings or ugly ties they own (or can make or borrow). Place voting boxes around the office and charge a fee per each vote. Employees vote as many times as they want for their favorite. Have a parade of all contestants offering a last chance to vote at the end of the day.

Employee Cookbook

Collect and group recipes and helpful household hints into a customized cookbook. Ask a local children's agency to create illustrations for the cookbook, including the cover.

Health and Giving Events

Each department in your organization hosts a special event that will raise money through United Way giving for local men, women and children and better the health of the employees at the same time. These could include yoga classes, stress reduction workshops, personal trainer consultations or brown bag workshops for health and wellness hosted by local organizations.

Field Days

Hold a field day to liven up your campaign. Set up a contest or game such as an egg toss, three-legged race, corn hole, or any other events you like and track scores. Award prizes to teams with the most points.

United Way Trivia

Send e-mails containing United Way facts during the week leading up to the campaign. Once the campaign begins, send a new trivia question each day. Reward correct answers with raffle tickets toward a prize drawing.

Prize Display

Publicly display prizes and incentives throughout your entire campaign. Employees will be motivated and interested in what they can win!

Incentive Ideas

Early Birds

Reward your donors who submit their pledge cards early. Place a balloon at their desk, weight it down with a bag of candy and include a thank-you note. This will recognize your early birds and encourage others to join them.

Vacation Bids

Offer employees the opportunity to bid on paid-time-off days. Set the minimum bid for

each vacation day and watch the bids climb. Each bidder's highest bid is then considered their campaign pledge.

Casual/Jean Day

Employees can earn casual or jean day badges allowing them to dress down on certain days. The badges can carry an expiration date, depending on the amount donated.

CEO Car Wash

Employees donate \$5.00 (or your determined amount) to have their car washed by the boss. You can charge extra for special services like cleaning the interior or polishing the rims.

Reserved Parking

Employees who donate a pre-determined amount are given a reserved parking spot. The length of time he or she is allowed to park here will depend on the number of people who donate at this level.