



Toolkit for Company Campaign Coordinators

CREATIVE & FUN CAMPAIGN IDEAS

THIS IS OUR COMMUNITY.
IT'S OUR HOME.
WE INVITE YOU TO BE A
PART OF THE CHANGE.
WE CAN CREATE A BRIGHTER
FUTURE FOR ALL.



The mission of United Way of Perry County is to improve the quality of life for the people we serve by providing leadership and mobilizing resources to create lasting change.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED 

CREATIVE & FUN CAMPAIGN IDEAS

Fun Incentives:

- * Paid time off
- * Coupon Book
- * Lunch for whole department
- * Electronic equipment
- * Casual Dress Day
- * Jean Friday
- * Lunch with CEO
- * Reserved parking
- * Tickets to game/movie
- * Extra breaks
- * Free car wash by CEO
- * Gift certificate
- * Flowers each month for a year
- * "Sleep-in" pass
- * "Leave Work Early" pass
- * Trophy
- * Company shirt, pen, etc
- * Gas card
- * Free Oil Change
- * United Way merchandise
- * PayDay candy bar with note about the impact of one dollar
- * Pizza party
- * Lottery tickets
- * Trade jobs for a day with the boss

Inexpensive LIVE UNITED items can be purchased from the United Way catalogue: www.unitedwaystore.com

LIVE UNITED THEMES:

- * Reach out a hand to one and influence the condition of all...LIVE UNITED
- * It takes everyone in the community working together to create a brighter future...LIVE UNITED
- * Together, we can accomplish more than any single group can on its own...LIVE UNITED
- * Be part of the change...LIVE UNITED
- * Working together to Advance the Common Good...LIVE UNITED
- * Help United Way create lasting changes in our community...LIVE UNITED
- * Together, United, we can inspire hope and create opportunities for a better tomorrow

LIVE UNITED BINGO

I LIVE UNITED by...

Serving on a United Way committee	Adopting an angel from an angel tree	Taking a covered dish to someone who is sick or has a new baby	Sending a note of encouragement to someone having a tough time	Including testimonials in campaign presentations
Baking cookies for a group of children	Touring a United Way agency	Helping a child with homework	Attending a United Way event or agency fair	Helping someone celebrate a special occasion
Serving a meal to a homeless person	Inviting family members over for a meal	Free space—how do you LIVE UNITED?	Volunteering at my church	Reading to a child
Taking someone to an appointment	Thanking someone for a gift	Speaking up for someone in need	Coordinating my company's United Way campaign	Listening to someone talk about their troubles
Including co-workers on my campaign team	Volunteering for a United Way agency	Using United Way speakers in group meetings	Giving help to someone less fortunate	Participating in Day of Action



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Rules of the Game:

1. Find someone who has LIVED UNITED by doing what is listed in the square and write their name in the space in the square.
2. Try to meet some new people.
3. First one to fill in five squares vertically, horizontally or diagonally should call our LIVE UNITED and collect a prize. All others will receive a token.
4. Once you have filled in all your squares, go back and get the details on someone's LIVE UNITED story so that you can introduce them to the group by telling the story.

LIVE UNITED SHIRT TEMPLATE



My name is _____

Copy and use the paper LIVE UNITED shirt to:

- ◆ Recognize employees who give
- ◆ Recognize loyal contributors (5+ years of giving to United Way)
- ◆ Use as a fund raiser
- ◆ Recognize employees for who LIVE UNITED

UNITED WAY CAMPAIGN IDEAS

EMPLOYEE COOKBOOK

1. Ask employees to bring in their favorite recipes from home.
2. Research publishing companies to print the collected recipes in a book format, or do it in-house.
3. Plan on a two to six month time period for the preparation and printing of the project.
4. Take pre-orders after determining price per copy with the publishing company. Profit earned from the sale can be added to the United Way donation from your company.

Order extra books for last minute shoppers. (Those who have done this always run out!)

EMPLOYEE CAR WASH

1. Recruit a team of car-washers (consider involving managers) and determine shifts.
2. Team members bring sponges, rags, soap, buckets, hoses, radio, etc., on day of event.
3. Set up wash site in employee parking lot.
4. Wash tickets may be purchased in advance (\$3-5) or simply recruit cars on wash day.
5. Car washers get keys from co-workers, pick up vehicle and bring to the wash site to be cleaned. Return washed cars to parking places. Workers never have to leave the office!

Another option is to set aside a reserved parking area for employees to park in the morning, leaving keys in the car to be moved if necessary.

BACKYARD/PARKING LOT BAR-B-Q

1. Determine costs of set-up. Set a sale price for the Bar-B-Q. Pre-sell tickets to the event.
2. The event may also be set up as a potluck picnic with everyone bringing a dish to share.
3. Items needed to be purchased include: paper products, meat and fixings, buns, beverages, grill, lawn chairs, tables.
4. Set-up outside. You may wish to include a volleyball net, Frisbee, music, etc., as time and space allow.

CHILI COOK OFF

1. Employees sign up to bring homemade chili for lunch at the office. For those who would like to help but are not master chefs, napkins, utensils, and bowls also need to be brought in.
2. Donations such as breadsticks, cheese garnish, sour cream, and beverages may also be added

to the luncheon.

3. Spice up the event by encouraging a western theme with employees dressing up in cowboy hats and bandanas.
4. Bowls of chili are sold for a set price such as \$2 a bowl.

Hand out blue ribbon prizes for the winners with a fake sheriff's badge (found at toy stores) attached to the top.

HARVEST FESTIVAL

1. Employees bring their products (plants, fruits, vegetables, bouquets of flowers) from their home gardens to the office on the day of the event.
2. Other employees purchase the goods with proceeds benefiting the United Way. The event can also be made into a raffle by selling chances for each item, or a silent auction by creating bid sheets. Old books, movies, cassette tapes, and CDs may be brought in and sold in the same way for an "Oldies but Goodies Day".

BROWN BAG DAY

1. Choose a day to designate as "Brown Bag Days". Hold the event every month or alternating months.
2. Staff bring bag lunches on the designated day. Money ordinarily spent on lunch out of the office is collected.

Post quarterly results of Brown Bag Day, enabling employees to see the results of their efforts.

TEAM WEIGHT LOSS

1. Develop teams (4-10 people) 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.

Elect a team captain to tally final weight loss results of the team. Give the winning team a lunch out as their reward!

APPRECIATION GRAMS

1. Appreciation grams are sent to co-workers in the office on an ordinary day or in connection with a holiday such as Valentine's Day, Easter, Halloween, May Day, etc.

11. **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.

12. **Team Tees** - Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who "team up" in the United Way effort.

13. **Slogan Contest** - Employees develop in-house campaign slogans/themes. The committee picks the top ten which are then voted on by the entire company, the winner receiving an award.

14. **Thank You's** - Thank employees in newsletters, through e-mail, with a special brunch or dinner, a payroll stuffer message of thanks, personalized letters from the President at staff meetings, with thank you mugs handed out by the CEO, by hosting a United Way agency representative at a staff meeting who brings personal thank you greetings, with thank you cards attached with heart pins (for "opening their hearts" or "having hearts of gold"), personal phone calls made by President or board members, thank you posters that include the names of all donors (consider posting in public places), or an announcement on the local cable television station, newspaper ads that recognize all donors by name, thank you flyers on cars.

Or for an extra special Thanks - Hold an unexpected early morning meeting to say thank you and surprise employees by giving them the rest of the day off. Or have President or committee members treat each donor individually to lunch.

15. **Book/Media Sale** — Employees donate their old books, DVDs, etc. for an employee sale. Sell paperbacks for \$1, hardbacks for \$2, DVDs for up to \$5.

16. **Balloon Pop** — Before filling a balloon with helium, put a note inside with the name of a prize. employees pay \$1 to buy a balloon and pop it to find out what prize they have won. Prizes can be donated by employees or the company.

3. When taking the picture, be sure not to have the name of the agency showing (can show part of a sign as a clue if needed).

4. Post one photo each day (on poster board, in an e-mail, Intranet, photocopied hand-out, etc.) with clues.

5. Have employees guess where their President or CEO is in the picture. Example: [CEO's name] is pictured at an agency that helped 125 people last year. The agency is located in Perry County. The agency provides emergency service. Where in Perry County is he/she.

6. All correct answers are entered into a drawing for a half-day off, free lunch, or other prize.

7. Use information from the campaign materials (broadsheets, brochures, video, etc.) for the clues you give.

This game is fun, it shows employees that their CEO/President is a supporter, and it gets them to read through the marketing materials. It's a Win-Win!

MORE IDEAS!!!

1. **Silent Auction** - Simply gather items and create bid sheets, being certain to provide a minimum bid for each item.

2. **Guess How Many** - Guess the number of jelly beans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.

3. **Theme Lunches** - Add fun to campaign week by hosting a theme lunch such as 50s, 60s, 70s, or 80s, holiday themes, TV shows, sports, Renaissance, etc.

4. **Trivia** - Ask Trivia questions about the United Way and United Way funded agencies at campaign meetings. Give away prizes for correct answers.

5. **Boss Cooks for You** - Have a special breakfast at which top managers cook for all donors.

6. **Wall of Fame** - Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.

7. **Just Desserts** - Campaign committee furnishes the main dish but sells desserts for \$1.50 more with proceeds going to United Way.

8. **Best Photo Contest** - Employees submit photographs taken at campaign and celebration events. Photos are displayed on a bulletin board and judged by committee, with the best photo receiving prizes such as a new camera, free film developing, photo album, camera carrying case and film.

9. **Buttons** - Give all who donate a button stating "I gave to United Way".

10. **Tourney Time** - Hold a broomball, softball, tee-ball, kickball, racquetball, tennis, volleyball or ping pong tournament.

BAKE SALE

1. Homemade or store bought items are brought in such as: cookies, pies, muffins, bars, cupcakes, candy, etc.

2. Event is held on one day, chance ticket sales begin that morning.

3. Employees buy chances for \$0.25 a piece. Chances may be sold at the reception desk, in the lunch room, and during lunch.

4. Arrange baked items on a table to be seen throughout the day.

Committee members draw names of winners at the end of the day and deliver items to the winners.

CRAFT SALE

1. Advertise the craft sale ahead of time in the company newsletter, bulletin board, e-mail; enabling participants time to make (or buy) crafts.

2. Place items on a display table, each with its own jar to place purchased chances.

3. Employees purchase chances, fill out name and place it in a jar corresponding to the item they desire (example: \$0.25 each or 5 for \$1.00).

4. Run sale for a week, allowing employees to check each day on their odds by looking at the number of tickets in the jars.

Committee draws names and delivers items to winners.

ROOT BEER FLOAT SALES

1. Seek donations or purchase root beer and vanilla ice cream. Other items needed include straws, spoons, cups, and ice cream scoopers.

2. Have committee schedule work shifts. This popular event works well during lunch and breaks in the summertime.

3. Remember a freezer will be needed to store the ice cream if the event is held all day.

Charge \$0.50 a float (depending on size).

POT POURRI LUNCHEON

1. Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc., to be shared. Paper products are also needed for this event.

2. There is no sign-up for this event. Items brought in are completely random.

3. Employees pay \$5 to fill their plate and sample everything in the room.

If your company has their own cookbook, the theme could be "A Pot Pourri of Company Recipes". Participants must make a dish out of the employee cookbook.

QUILTING QUEST

1. Employees purchase a 10 x 10 cloth square. The square becomes their piece of the larger quilt. Instead of purchasing, pieces of quilt may be given upon returning one's pledge card.
2. Employees decorate their piece with photos, drawings, embroidery, words, pieces of fabric, etc., which identify their personality. Use your imagination!
3. The pieces are collected and displayed together on a wall in an entryway. Yarn, colored tape or similar material is used to section off the individual square on the wall.
4. An ambitious Sewing Bee may sew all pieces together as well.

Quilt shows how each individual "Unites with others" in the quest to make a difference in the community. Raffle off finished quilt.

CASUAL DAY

1. Every Friday, employees have the opportunity to purchase coupons for a Jeans Day or Casual Wear Day for the following work week.
2. Cost is \$1 for one day of casual attire or \$4 for a week's worth of casual days.

Give buttons to employees purchasing week long coupons. Buttons state that "We wear jeans to show support of United Way". Give stickers to daily coupon holders with same message. This publicizes campaign among co-workers and offers customers an explanation for the casual attire.

IDENTIFY THE BABY PHOTO CONTEST

1. Employees bring in a favorite baby picture, writing their name on the back side.
2. Pictures are numbered 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.

Employee with the greatest number correct wins a prize! Remember to have more than one prize on hand in the event of a tie.

GOLDFISH RACE

1. Gold Fish are ordered from a pet store ahead of time, picked up on racing day, and sold to employees (minnows or rats work as well). Employees may be asked to place orders ahead of time to determine exact Gold Fish needed. Remember to include the chance of casualties in your order.
2. Nets for catching fish and small plastic bags for putting individual fish in (especially if employees are to take them home) are also needed for this event. Serve Gold Fish crackers and punch as a snack.
3. Each fish is given the opportunity to race down a gutter section (with end caps) which can be

reception area or cafeteria. (Anywhere that's easy for all employees to get to during the day.)

3. Make up individual answer sheets for each game and place them beside the display.
4. Make a drop box for their answer sheets and place by the display.
5. Each evening, you and your committee goes through the answer sheets and from those who got 100% right, do a drawing for a prize.

Announce the winner of Day 1 over the intercom (if possible) or list their name near the next day's game display to get some excitement going. Do this with each day's winner.

Some game ideas:

Jeopardy -- have 5-10 answers about United Way, the agencies, etc., on a board. Make up play cards/answer sheets and have the employees write down the questions and drop them in the box.

Wheel Of Fortune -- have several puzzles related to United Way, such as the campaign chair, agencies, theme for that year, etc., (give them vowels for free) and have employees write down their guesses and drop them in the box.

The Price Is Right -- using allocations information for United Way programs and services, have employees match the allocation amount with the program.

Family Feud -- using a statement from the campaign materials like: United Way agencies that support Older People, have the employees list the agencies on a sheet (assign equal points to them).

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 the President to go along with you to hand out the prize.)

Who Wants To Be A Millionaire -- from the list of donors, draw out names randomly to be the contestants. Ask them to name three United Way agencies that help kids (or elderly, families, 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 and the agencies for the contestant. (Call the United Way office for help if you need.) Use play money for prizes.

WHERE IN THE WORLD IS CARMEN SAN DIEGO?

(OR WHERE IN PERRY COUNTY IS YOUR CEO OR PRESIDENT?)

1. This is a twist on the kid's educational program - Where in the World is Carmen San Diego?
2. Have the company's CEO or President go to five United Way agencies and get their picture taken doing something at the agency.

Random Act of Misfortune

1. This is a role playing exercise that brings the United Way message close to home.
2. Select employees at random during a campaign meeting (marking an X on the bottom of chairs works best) and have them pick a "misfortune" from a hat. Create misfortune that are every day occurrences such as the loss of a job, catastrophic medical bills, totaling of vehicle.
3. Employee reads dilemma to audience and determines the long and short term needs/situations that need to be addressed and which United Way agencies can help to meet those needs. Do this with a few different employees with different dilemmas until the point comes across.

Explain at the end of the exercise that misfortunes happen every day to people who don't think it could happen to them. Reinforce that by contributing to United Way you are insuring these agencies will be available when needed.

MOVIE TRIVIA QUIZ

1. This quiz can be completed at work stations & returned to an appointed person to tally the scores.
2. You can match the actor/actress with the movie, match the quote with the movie, or combine.
3. The highest score wins a prize. In case of a tie, a drawing will be held.

Winners can be announced at a group lunch at the close of the campaign.

DISNEY DAY FOR UNITED WAY

1. Cut out badges in the shape of a Mickey Mouse head, write "Disney Day for United Way" on them, and sell them for \$1. (Money goes to United Way.)
2. Allow employees who buy the badges to come to work in jeans and encourage them to wear a T-shirt or sweatshirt with a Disney character on it.
3. They must wear the badge if they wear jeans.
4. Encourage anyone who has Mickey Mouse ears / hats to wear them also.
5. Hold drawings for Mickey Mouse items - cups, pens, hats, etc.

If possible, get "Mouseketeer Club" theme song and play over the PA system as employees arrive for work.

GAME SHOW GIVING

1. During the campaign, have a new "Game Show" theme every day for a week. Use the information in the campaign materials (broadsheets, brochures, etc.) to get your answers. Let employees know ahead of time that they should keep these materials for use in the games. It's a great way to get them to read the broadsheet!
2. For each game, you must make a display board and place it in a heavily-traveled area like the

purchased from a hardware store. An example would be to have five fish in five separate gutter sections go at one time.

Winners are determined by a process of elimination leading up to a final heat. First, second, and third place winners are awarded ribbons and fish bowls to take their prized fish home.

TRICYCLE RACES

1. Create two or more teams of 3 to 4 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 large tricycles (rent or arrange to borrow from a cooperating store) 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.

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. The winning team chooses which agency receives money raised. Remember to take pictures for the company bulletin board or newsletter!

INDOOR MINI GOLF

1. This indoor event is great for swinging away those winter blues! To make the event a contest, have each department design a creative hole using only materials already in their department. Examples include: wastebaskets, letter trays, reams of paper, machine parts, etc. If possible include a shot from the roof.
2. The employee committee rounds up some clubs and staffs the course during the lunch hour for the week of the campaign. Employees play the course as often as they like for a small fee.
3. The CEO serves as the "Pro", challenging the employee with the winning score to a sudden death playoff on the final day of mini golf.

Prizes are awarded to the department with the most creative hole and to the best mini golfers.

SHAVE THE BOSS

1. Employees attempt to reach company goal. If they succeed or exceed the goal, boss agrees to shave off his or her hair (heads of hair or mustaches and beards for men).
2. Create a chart to keep track of set company campaign goal. Have a photo image or drawing of boss without hair at the top, displaying result of reaching goal, or show progress posters with the slow removal of hair as the employees get closer to the goal.
3. Employees who make contributions are given the opportunity to vote on whether or not the CEO will have to shave.

Host a celebration party with the boss shaving his or her head/mustache/beard at the event.

BINGO -- 5 A Week for 5 Weeks!

1. When employees turn in their pledge card at the start of the week, they receive a Bingo card in return. The sooner the card is in, the more chances there are of winning because a new Bingo game is called each week for five weeks.
2. The week's winning numbers are pre-determined and only one winning card is made each week. Make enough different cards so that it is not obvious who holds the winning card, and then make copies.
3. Each day of the week a number is posted and players mark their cards. By Friday a winner is determined and he/she receives a prize.

At the end of the week, dead cards are exchanged for new ones. This game continues for five a week for five weeks.

BUILDING FOR OUR FUTURE

1. Play on the construction and building theme, decorating a meeting room with bricks, tools, and a poster board with the foundation of a house drawn in. The house is built as the company becomes closer to reaching its campaign goal.
2. Campaign committee members may wear hard hats and tool belts at the kick-off meeting. Set a toolbox out on display. Refer to the staff as the "tools of the community" which have come together to build for our community's future.

Arrange a day in which employees may 1) participate in United Way Day of Caring; or 2) volunteer to assist with a United Way agency project in place of work for that day.

PUT YOURSELF IN THEIR SHOES

1. Encourage the wearing of crazy/funky shoes the week of the campaign.
2. Hold a campaign kick-off lunch 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").
3. To start the campaign and to get across the meaning of the theme, host guest speakers from United Way funded 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".
4. Keep track of fundraising progress with a poster board designed with a track and moveable (Velcro, magnetic board, etc.) racing shoes that come closer to the finish as the campaign evolves.

Hand out thank you's at the end of the campaign, tied with shoelaces.

REACH FOR THE GOAL!

1. Tie together the title with an Olympic theme. The company wins the gold medal when the campaign goal is reached. Create a poster with a bronze, silver and gold medal goal. Track progress.

video.

3. Create a rainbow by layering jelly beans in a clear jar. Hold a "guess how many" contest, with the winner receiving the jar of jelly beans as his/her prize.
4. The big event is a team relay race. Each department wears a different color T-shirt so that all colors of the rainbow are represented. Each color/department represents a particular United Way agency.

Encourage employee's children and grandchildren to participate in a rainbow coloring contest. Display the poster entries throughout the building. Use rainbow-colored strands of lights for further decoration.

PIRATES OF THE CARIBBEAN

1. For those who don't want to grow up like Peter Pan, this event will be a lot of fun. Decorate meeting room or lunch room with cut out palm trees, star fish, waves, etc. Bring in shells and fish nets to add to the decor.
2. Bring in a chest with a key that will be your treasure chest, fill it with secret prizes. Otherwise make a treasure chest out of a large cardboard box with gold and silver foil pasted on the outside.
3. Employees purchase a key (either real or cut-out cardboard keys) from a volunteer dressed in a pirate costume. Cut-out keys are numbered and the winner of the treasure chest is determined by a drawing. Real keys are tried in the lock, the winner being the person with the actual chest key.

Make a treasure map and mount it on the wall. The display shows the progress toward campaign goal with a pirate ship crossing an ocean, in search of desert islands, with an X to mark the spot (goal).

VOICES OF UNITED WAY

1. Hold a breakfast meeting as part of the campaign kick-off.
2. Have several managers seated throughout the audience, equipped with microphones.
3. As the campaign program progresses, each person stands and shares their commitment to being personally involved with a designated agency, the work they have personally seen the agency accomplish, and the unmet needs of the agency.

Then explain the critical role the United Way plays in seeing that the services are provided.

TEAM CHIA PET CONTEST

1. Employees will need to divide into Teams and choose a Team Captain.
2. Each team will care for and provide food, clothing?, and shelter?, for the week. Sun lamps, Rapid Grow, and "sweet talking" are all fair game to grow your Chia Pet.

Judges will need to be chosen for the contest results can be announced at a closing luncheon, winning team receives an award.

GIVE FROM YOUR HEART / LET YOUR HEART LEAD THE WAY

1. Hold an aerobic exercise workshop over the lunch hour with YMCA staff members leading the sessions and giving a brief presentation on fitness and health tips.
 2. Create a Heart station booth for blood pressure checks and healthy heart information.
 3. Hold "A Fair of the Heart", inviting agencies to set up information tables and explain the services of their agency.
 4. Feature songs with the word heart in their titles and hold a "Name that Tune" contest.
- Give away thank you's with candy hearts or heart shaped cookies.

CATCH THE SPIRIT / LET'S MAKE IT FLY TOGETHER

1. Arrange a kite-making, kite-decorating or kite-flying competition. Hold awards for the smallest, largest, most creative and highest flying kite.
 2. Create office displays with kites, windsocks and mobiles. Afterwards, donate exhibit items to a youth related agency.
 3. Team up with a United Way funded youth program. Adults and children spend the day together making and flying kites.
- Order a kite shaped cake to celebrate the start or finish of the campaign.

GIVE LIFE A LIFT / RISE TO THE CHALLENGE

1. Explain that by giving, employees are lifting their community. Start with a hot air balloon lift off. Check with local radio stations, airports or hot air balloon or aeronautic clubs to see if they have a balloon to feature.
2. Hold a balloon launch at your work site. Staff purchase a postage paid tag card for \$1.00. The person puts their name on the card, along with the company name and address, and a short message asking finder to return card. Person whose name is on the card returning from the farthest distance by a set date) receives a prize. The launch is a great way to tell the world that your company supports the work of UW.
3. Host a balloon artist, decorate office with balloons and hand out thank you's attached to a balloon. Create a balloon trivia contest, consulting the local library for information on the history of balloons and flight.

Hold a prize incentive drawing for a hot air balloon ride with a United Way banner attached to the basket.

PAINT A BRIGHTER TOMORROW / FOLLOW THE RAINBOW

1. The Rainbow is traditionally a symbol of hope for the future. Create a poster board with a Rainbow and Pot of Gold at the end, the campaign goal serving as the gold.
2. Hold a viewing of the United Way campaign video. Serve rainbow colored popcorn during the

2. The Opening Ceremonies are the "kick-off" to the campaign, explaining the goal and theme. Symbolic passing of the "torch" from last year's campaign chair to the new chairperson.

3. Hold a mini-Olympics with employees forming teams of three or more. Events include hula hoop relay, tricycle race, basketball dribble, tug-of-war, 100 yard dash, mile relay, sack race. Winter Olympic events include cross country ski relay, the luge (fastest sled), tug-of-war in the snow, best snow sculpture, team members push-pull each other in a sled race and snow football.

4. Charge an entry fee for teams, offering prizes for the winning team along with souvenir gold medals.

Conclude the Olympic campaign with an awards ceremony, awarding Olympic winners as well as all employees for their campaign efforts.

LET THE RACE BEGIN!

1. For this auto racing theme, create a large goal poster that looks like an Indy race track to set the pace of your campaign race. Use Velcro cars to measure progress along the track as the company moves closer to the finish of the campaign.
2. Decorate main room with race flags, jerseys and auto racing posters.
3. Hold your own auto race with radio controlled cars in the parking lot.
4. Encourage competition between departments, which race to raise the most money.

LIFE IS NOT A SPECTATOR SPORT - GO THE DISTANCE!

1. At the start of the campaign, hold a kick-off meeting explaining touchdowns (accomplishments of previous years), penalties and receptions (areas needing improvement), and huddles (ideas for the coming campaign).
2. To launch the campaign, hold a tailgate party in the parking lot or at a park. Arrange to have the party at the same time as a local softball or baseball game and cheer on your home team.

Throughout the campaign hold sport fundraisers such as a slam dunk/shoot-out contest, volleyball tournament, football toss, etc., Lions, Tigers, or tickets for other local teams make great prizes.

THE POWER OF YOU

1. Committee members dress as Power Rangers at the company rally. Use power tools as part of the theme, recognizing the employees as the tools of the community.
2. Play off of the gladiator theme. Hold power contests such as sumo wrestling match (renting costumes).
3. Give reminders to turn pledge cards in with bags of cheerios, enforcing the Power of Little O's.

Hand out Power Bars with thank you notes or donation reminders.