



## United Way Capital Area Workplace Giving Campaign 2011



### CAMPAIGN SPECIAL EVENT IDEAS

Special events are your opportunity to add a little something extra to the campaign. Not only do special events raise extra funding for United Way Capital Area, but they also can be instrumental in team development and great for company spirit.

#### **Tips for selecting special events:**

- Be creative and have fun!
- Events should be strategically scheduled throughout the campaign to be most successful
- Make it easy for employees to participate
- Think about what would work best in your company culture
- Some special events can be more about fun and participation, not about collecting donations

#### **Event and Contest Ideas**

##### ***American Idol Contest***

Employees can hold a contest based on the hit TV show American Idol. Employees make a donation to vote for the management singing group of their choice. The duo or group that receives the most votes will sing a song of their choice in front of the audience.

##### ***Baby Photo Contest***

Employees bring in a favorite baby picture, writing their name on the backside. Pictures are numbered and posted on a bulletin board. Employees purchase a chance to match co-workers with baby pictures. 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!

##### ***Bake Sale***

Homemade or store bought items are brought in such as: cookies, pies, muffins, bars, cupcakes, fudge, and candy. Arrange baked items on a table to be seen throughout the

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day. This is a single-day event; chance ticket sales (\$0.25 a piece) begin that morning. Chances may be sold at the reception desk, in the lunchroom, and during lunch. Committee members draw names of winners at the end of the day and deliver items to the winners.

### ***Be a Lifesaver***

Have some fun — beach style! Sand, sunglasses, beach balls and The Beach Boys music make your office feel like it's on the beach. Employees who donate are awarded life preservers to wear at the next meeting and Lifesavers candy for their office.

### ***Book, Music, and Movie Sale***

Have employees donate old books, CDs and videos/DVDs for a department or company-wide sale with proceeds earmarked for United Way Capital Area.

### ***Bowl-a-Thon or Miniature Golf***

Employees pay a fee to participate in the event and challenges can be held among departments.

### ***Carnival and Talent Show***

Hold a carnival and talent show to kickoff your United Way Capital Area campaign. As a part of the program, have a group of executives perform songs, with lyrics written to fit United Way's work in the community. An executive dunking booth as part of the carnival gives employees the chance to dunk their favorite executive.

### ***Chili Cook-off***

Employees bring in a pot of their favorite chili on the day of the contest. Employees pay a fee to taste the varieties of chili. They vote for the best chili and the winner is proclaimed the "Chili King or Queen" and proceeds go to United Way Capital Area.

### ***Departmental Competition***

The department with the best participation (most pledge cards returned) is rewarded with a pizza party, car wash by executives or lunch with the CEO.

### ***Department Penny Jar***

Each department is designated a jar. Employees are encouraged to fill their own department's jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value only negative (ex: A dime is minus 10 points). The department with the most positive points at the end of the week is awarded a prize.

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### ***Dress-up the Boss***

Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

### ***Employee Car Wash***

Recruit a team of car washers (consider involving managers) and determine shifts. Team members bring sponges, rags, soap, buckets, hoses, radio, etc. on day of event. Set up wash site in employee parking lot. Wash tickets may be purchased in advance (\$3-\$5) or simply recruit cars on wash day. 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.

### ***Guess How Many***

Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Employees buy chances to guess and the employee who has the closest guess receives a prize.

### ***Indoor Mini Golf***

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. The employee committee rounds up some golf 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. 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.

### ***International Olympics***

Celebrate diversity by transforming departments into various countries with décor and dress to match. Organize an international potluck luncheon where employees bring their favorite ethnic dishes and bring music from around the world. Then hold a mini-Olympics tournament. Events could include a hula-hoop relay, tricycle race, basketball dribble, tug-of-war, 100-yard dash, mile relay, and sack race. 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'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 Senior Executive to go along with you to hand out the prize.)

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### ***Look-A-Like Contest***

Employees are encouraged to dress up as famous personalities. Co-workers then pay to vote on the best costume with the contestant receiving the most votes winning a prize.

### ***Movie Trivia Quiz***

This quiz can be completed at workstations & returned to an appointed person to tally the scores. You can match the actor/actress with the movie, match the quote with the movie, or combine. The highest score wins a prize. In the case of a tie, a drawing will be held. Winners can be announced at a group lunch at the close of the campaign.

### ***Blind Potluck Luncheon***

Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc. to be shared. Paper products are also needed for this event. Items brought in are completely random and there is no sign-up in advance. Employees pay \$5 to fill their plate and sample everything in the room. Ask employees to submit the recipe for a company cookbook that can also be sold for a small amount.

### ***Puppy Love***

Ever hear that a lot of pets look like their owners and vice versa? Test this theory by having employees pay for a chance to try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most correct answers and maybe provide gift certificates to a pet store for the owners who look the most like their pets!

### ***Sumo Mania***

Call a local entertainment company to rent the sumo wrestling package. Then organize team and have them pay to play.

### ***Tourney Time***

Hold a broomball, softball, tee-ball, kickball, racquetball, tennis, walleyball or ping-pong tournament.

### ***Tricycle Races***

Create teams each with three to four riders. Teams are named and publicized in advance, allowing employees to make pledges or bets on the winning team. Team members will ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course in the office. Design the course through hallways, lunch/break rooms, around cubicles, chairs, and in and out of offices. Have the 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

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similar item to the next team member. Remember to take pictures for the company bulletin board or newsletter!

### ***Trivial Pursuit / Chess / Scrabble Contest***

Recruit employees to play a chosen board game. Create a pool around the winning team or allow employees to move/acquire a game piece for every returned pledge card.

### ***United Way Goes Hollywood***

Use a series of colorful, creative and humorous posters to publicize the campaign. Hold a bake sale with slogans such as “The Pies of Laura Mars” and “Romancing the Scones.” Hold a bowling party with slogans such as “Bowl Durham” or “Honey, I Struck the Pins.”

### ***Vacation Day***

This is probably one of the most effective and appreciated events. Have employees “buy” a vacation day by contributing to United Way Capital Area. Employees also have the option to donate unused vacation days to the campaign.

### ***Waffle / Pancake Breakfast***

Sell tickets and have people sign up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria/lunchroom. Don't forget bacon, sausage, butter, as well as vegetarian options. Each department can donate an item. The proceeds benefit United Way Capital Area.

### ***Whose Elbows are Those?***

Line up coworkers for mug shots of their arms, elbows only. Encourage employees to pay a small fee (\$1) to guess which elbow belongs to which coworker.

### ***Who Wants To Be A Millionaire***

From the list of donors, draw out names randomly to be the contestants. Ask them to name United Way Capital Area's three focus areas. Whoever writes them down the fastest and raises the paper in the air gets to play first. Using the United Way Capital Area brochure or website, put together some questions for the contestant. Use play money for prizes.

## **Auction Ideas**

### ***Auction Hotline***

Set up a special voice mailbox or Web page with weekly messages announcing auction items. Outline the items, including their face value, in a flier. Employees can call the hotline or go online to record their bids. Update the recorded message daily, announcing the highest bids received to date. Each Friday announce auction results for the week.

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### ***Auctions (Silent, Live, or Online)***

Ideas for Auction items include:

- Around-the-world (gift certificates for restaurants of different cultures)
- Autographed memorabilia
- Executive for a day / job shadow / lunch with management
- Carpentry, electric work, lawn work, etc. for home
- Cell phone
- Classes: wine, cooking, language, art, etc.
- Company mugs, hats, shirts, etc.
- Electronics (DVD player, iPod, etc.)
- Family portrait
- Free babysitting
- Free soda/snacks from vending machine in break room
- Gift baskets (Bath & Body Works, movie night, etc.)
- Instant wine cellar (selection of wines; 10-25 bottles donated by a group)
- Paid time off / vacation day / parking spot / go home early / casual day
- Pizza party
- Tickets: movie / theater / orchestra / sports / airline

### ***Incentives***

Offering incentives is just one way of showing people you appreciate their support.

1. Parking Place
2. Afternoon off from work
3. Lunch with the boss (out of office and the boss pays)
4. Movie/game/play tickets
5. Snooze day (employee can come in to work late)
6. Golf with the boss
7. Car washed by boss or co-worker
8. Leave 1-hour early/come in 1 hour late
9. Office redecorated or cleaned — Trading Spaces
10. Gas and car wash gift certificates
11. Jeans on Fridays
12. Company promotional items