

Fun Campaign Ideas



The following ideas can be used to develop understanding about United Way, increase volunteerism, build excitement and reward your campaign team. They make a great addition to employee meetings and workplace campaigns.

Themes - Our 2011 theme is “LIVE UNITED. This is **OUR** community” and our campaign materials reflect this message. You may use this theme or create your own. Weave your theme into campaign events and materials using the United Way logo. We encourage you to be creative.

Examples of past themes:

- ★ Sports
- ★ Reality TV Shows
- ★ Game Shows
- ★ Current Events
- ★ Office Events

Promoting your campaign - Make your annual campaign, a short, fun-filled event, that gives everyone the chance to get involved. Inform employees of campaign dates and provide them with plenty of information using the following resources:

- ★ Group Presentations
- ★ Message from CEO
- ★ Posters/Flyers
- ★ Employee Testimonials
- ★ Food Drives
- ★ United Way Quiz
- ★ Company Newsletter
- ★ Lunchroom Table Tent
- ★ Payroll Inserts
- ★ Screen Savers
- ★ Weekly E-mail Alerts

Campaign Activities - When activities are accompanied with education, workplace campaigns can be fun and educational. Utilize these activities to help raise awareness and boost office morale:

- ★ Volunteer Day
- ★ United Way Trivia Contest
- ★ Baby Picture Guessing Game
 - ★ Employee Picnic
 - ★ Ice Cream Social
 - ★ Garage Sale
 - ★ Car Wash
 - ★ Bingo
- ★ Popcorn Sales
- ★ Jeans Days
- ★ Bake Sales
- ★ Chili Cook-off
- ★ Ladder Ball Competition