

Coordinator Ideas

A major telephone company voted for American Idol with their pledge dollars. Each dollar was a vote.

A local steel company had a chili cook-off for their kickoff. At least 30 people prepared crock pots of chili. Everybody ate their fill at lunch. UW staff and volunteers selected the winners. The top 3 won prizes. The employees enjoyed it. And while they were in a good mood with full bellies, the coordinator presented the UW story.

A consulting business does a luncheon with give-a-ways each year. This year, they gave away pumpkins as pledge cards were turned in. They were your typical candy pumpkins, but some were stuffed with cash.

An electric contracting company had a cookout and sold tickets to dunk upper management. It raised an additional \$600 and the employees had a great time!

An insurance business did a tree of leaves-when pledge cards were turned in, donors were given a leaf to note your name & what matters to you to place on the tree. The theme supported posters with different stories. It showed each story from seed to plant to tree to symbolize how United Way helped those employees through a trial in their lives.

A university employee gave out fake money when she was an LE as everyone entered the room. She told them to hold onto it and at the end of her compelling story she held up a \$1 and asked them to tell her if that one dollar could do a lot for an agency or someone in need. Then she put it on the center of a table and asked each person to come up and put their money on the table as well. Then she repeated the question and asked if that could do a lot for an agency or person in need and they said yes so she tied that in with why your amount (no matter how big or small) makes a difference and improves the quality of life in the community.

A local bank did a Halloween decorating contest. Each department was judged on doing something fun with their decorations or themes. They did haunted houses, dead people at desks, etc. It was fun and different than the usual and they had a lot of fun with it.

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A department store did a carnival in their parking lot and had tons of prizes such as a raffle for monthly parking spaces in the front of the building. They also put their new CEO in the dunking booth by having two managers raise money to keep themselves from being dunked. Employees could get them to compete against one another, so they raised more money if they wanted the other person to have to go in. This brought in extra dollars & worked well as a different activity for their stylish, suit-like atmosphere.

A law firm had one of the youth that attended Boys and Girls Club to come in and speak to their company. He was youth of the year and was a high school senior. It made a difference having a child tell why an agency helped them.

A hospital did a beach party theme with flip flops, a tiki bar, children's wading pools full of sand, all kinds of beach toys (pails, shovels, sand molds, etc.) floats leaning against the wall, give-away their logo sunglasses - just lots of beach stuff. The people who qualified for a gift got to choose a seashell from the sandbox and on the inside of the shell was the name of the gift they received.

A manufacturing plant was divided into 4 groups for a contest. Each was given a campaign goal & assigned one of the UWNEGA impact areas. Their task was to build something related to their impact area with LEGOS. It was a team effort and the winner got a nice prize. As a side game they put legos in a vase so for every dollar they put in the donations box, they could guess how many legos there were. The one who got the closest guess won something. To build on the lego theme, they placed lego-like goal thermometers in the lobby to measure each team's progress.

An elementary school did a patriotic theme for their student campaign. The students were very excited about giving their coins for the cause. They raised \$2,000 in addition to what the faculty collected.

A middle school worked hard on the campaign. They exceeded \$2,000 for student contributions & involved the media in presenting a check to United Way.