

## Idea Page

Here are some possible ideas for you to incorporate in your campaign:

### How to publicize

- Photos and Logos- Download photos and logos from [www.unitedwaynega.org](http://www.unitedwaynega.org) and use them in your newsletters, Intranet, website, memos, e-mails, and paycheck stuffers.
- Posters- Consider putting up posters around the Company that reflect your company's theme, artwork, and the agencies United Way supports.
- Company Newsletter, Magazine, Email, and Intranet- Promote, promote, promote! Be sure to include United Way updates and success stories in employee newsletters, magazines, emails or intranet sites.
- Send out a teaser to employees giving them a hint of your theme, activity/event for your campaign.
- Announcements-You may have an intercom or music playing in your office. At a certain time of day, announce upcoming details, teasers, UW skits or facts over your intercom system to all employees.
- Stickers-Meet employees in the lobby or entry to hand them a sticker that goes along with your campaign theme. You can pass the word for what is coming.
- Candy-Give out or leave candy at desk areas with tag lines such as "Get Fired Up for the United Way Campaign" for Fireballs, "Anything extra you can give will make a greater impact in the community" for Extra Gum, "What you give helps people now & secures for later needs" for Now & Later, "Your gift will save lives" for Lifesaver

### Themes

To make the campaign lively and fun, you will want to develop a campaign theme and event. (Feel free to use UW theme or incorporate your own ideas). Use colorful graphics and action words to motivate employees to participate in your campaign. Remember, be creative with these ideas or your own:

- Time period themes [70's (disco) 80's, etc.]
- Movie themes (current or dated): Mission Impossible, StarTrek, Finding Nemo, etc.
- Current fads or trends, television (American Idol, Survivor)

More ideas....

### Themes

- Sports, team-related, i.e. “Step Up to the Plate”
- Music, i.e. “Ain’t No Mountain High Enough”
- Holiday, i.e. “Wrap it Up for United Way”
- Miscellaneous: Building a Better Community, Giving is an Art, People Helping People, Helping Hands, Paint a Brighter Future

### Events and Activities

You want your employees to LEARN about United Way and all the wonderful attributes of this organization, but you also want employees to have fun at the same time. Agency tours and guest speakers are the best way for them to LEARN and see the impact United Way has on the community. Invite a United Way Representative to come to your workplace to give a presentation, share an uplifting story of an employee (or a friend, neighbor or family member of an employee) who has benefited from United Way agency services, or have one of your own employees share his/her own United Way story. Schedule a tour so your employees can see and share the impact of United Way.

Don't forget the FUN! The following are activities you can add to your schedule to keep your campaign upbeat and fun:

- Auction
- Paint Party
- Casual Day
- Day of Caring
- Spaghetti supper, Hotdog, or Pizza sale
- Ice Cream Social
- Vacation Day Sale/Raffle
- Company/United Way Scavenger Hunt
- Costume Contest
- Talent Show or Variety Show
- Company picnic, social, softball, staff meeting
- United Way or employee trivia
- E-mail teasers & reward with candy
- Gong show
- Yard sale
- Football coin or dollar drive
- Who's the Boss
- Womanless Wedding, *Mystery* Pageant

### Start some friendly competition

Establish incentives within individual departments or within the entire company. The mantra at times has been, "Give them prizes... they will come! Feed them....they will come!"

- The boss' parking space or another one next to the building
- Half-day Fridays
- Gift certificates or prizes for attending a rally or filling out a pledge form and turning it in promptly
- Department pizza parties or ice cream socials
- Barbeque party at the CEO's house or a fun, outdoor location
- Raffle dinner with the CEO or another top executive
- Flea markets or book fairs with employee-donated items
- Silent auction on items donated by company or vendors (most companies will donate, you just have to ask!)
- Anything involving food – breakfasts, hot dog lunch, bake sales, chili cook-offs, dessert receptions, "Taste of" festival, Lunch & Learns
- Scavenger hunts
- Two-hour lunch breaks

### Materials

- Sales/Service America Catalog- This is a good resource for ordering campaign incentives and additional promotional items with the United Way Brand already imprinted for your campaign.
- Banners, Kiosks and Display Boards- These promotional items can be used at your special events (kick-off and finale events, lobby displays, etc.).
- United Way Materials-Brochures, videos, posters, pledge cards...all campaign ready! Order these through your UW Campaign Representative.