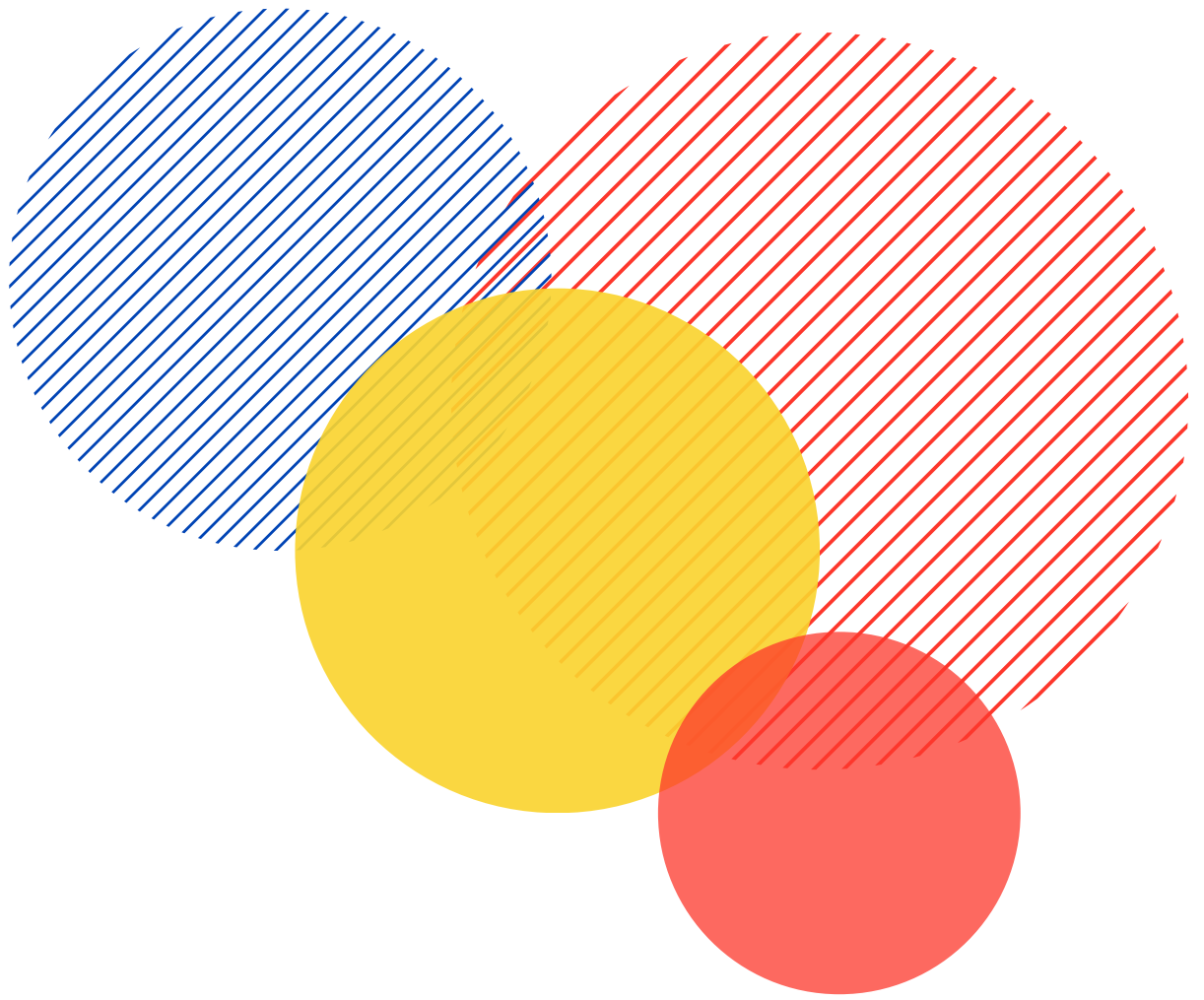




SIoux EMPIRE UNITED WAY

EMPLOYEE CAMPAIGN MANAGER IDEA BOOK



Sioux Empire
UNITED WAY

Campaign Themes

“United We...”

United We Sip

- Dirty soda bar
- Coffee cart
- Smoothie bar
- Mocktail station
- Lemonade bar
- Hot chocolate bar

United We Scoop

- Ice cream social
- Sundae bar
- Gelato cart

United We Scoop

- Popcorn bar
- Trail mix station
- Candy buffet
- Charcuterie cups

United We Taco ‘Bout Giving

- Taco bar
- Walking tacos
- Salsa contest

United We Brunch

- Pancake breakfast
- Waffle bar
- Muffins & coffee

United We Grill

- Burger lunch
- Brat cookout
- BBQ

United We Win

- Games
- Bingo
- Prize drawings
- Friendly competitions

United We Play

- Office olympics
- Cornhole tournament
- Yard games
- Board games
- Crafts & painting

United We Cheer

- Spirit Week
- Team colors

United We Build

- LEGO building
- Puzzle competitions
- Jenga challenge

United We Care

- Volunteer projects
- Kindness challenge
- Thank-you station
- Meet a nonprofit
- Lunch & learn
- Story Wall & Your “Why” board

Additional Campaign Themes



- Be the Good
- Community Champions
- Passport to Giving
- Lights, Camera, Action!
- Game on!
- Building a Stronger Community
- Around the World
- Superheroes Unite
- Growing Together

Giving Messages & Taglines

- Give Where You Live
- Give Local. Live United.
- Neighbors Helping Neighbors
- Together We Thrive
- Small Gifts. Big Impact.
- One Community. One Campaign.
- The Power of We
- Our Community Starts With Us

Food & Drink Events

- | | |
|----------------------|--------------------|
| • Sundae bar | • Pizza party |
| • Cookie decorating | • Root beer floats |
| • Breakfast burritos | • Popcorn bar |
| • Taco bar | • Coffee bar |
| • Walking tacos | • Dirty soda bar |
| • Nacho bar | • Mocktail bar |
| • Potato bar | • Waffle bar |
| • Chili cook-off | • Donut day |
| • Soup cook-off | • Burger cookout |
| • Salsa contest | • BBQ contest |
| • Dessert bake-off | • Candy buffet |
| • Food trucks | • Pie party |

Friendly Competitions

- Department participation challenge
- Traveling trophy
- Golden coffee mug
- Office decorating contest
- Penny wars
- Scavenger hunt
- Trivia tournament
- Office Olympics
- Cornhole tournament
- Step challenge
- Wellness challenge
- Guessing games
- Bingo
- Community trivia
- Battle of the Breakrooms
- Floor vs. Floor
- Cubicles for Community
- Mission Possible Challenge
- Can You Beat the Boss?

Mission-Focused Activities

- Invite a nonprofit speaker
- Share client success stories
- Volunteer project
- Community needs quiz
- Impact stations
- "Where Your Dollar Goes" display
- Watch a short impact video
- Panel discussion with nonprofit partners
- Why I Give wall
- Gratitude wall
- Kindness challenge
- Thank-you card station

Interactive Campaign Displays

- Giant thermometer
- LEGO wall
- Community puzzle
- Paper chain
- Balloon wall
- Tree with leaves
- Flower garden
- Mosaic mural
- Map showing community impact
- Giant heart filled with donor names
- Brick wall
- Building blocks
- Growing garden display

Low-Cost Fundraisers

- Jeans day
- Candy grams
- Snack cart
- Bake sale
- Book sale
- Puzzle tournament
- Office bingo
- Silent auction
- Coin challenge
- Plant sale
- Craft sale
- Photo booth

Sample Campaign Week

Monday – Kickoff

- Breakfast
- CEO message
- United Way presentation

Tuesday – Fun Day

- Trivia
- Games
- Department challenge

Wednesday – Community Day

- Nonprofit speaker
- Volunteer activity
- Impact stories

Thursday – Food Day

- Chili cook-off
- Taco bar
- Food trucks

Friday – Celebration

- Prize drawings
- Campaign results
- Recognition
- Ice cream social

Remote & Hybrid Employee Engagement

- Virtual coffee break
- United We Sip online
- Virtual happy hour
- Lunch & Learn
- Nonprofit speaker via Teams/Zoom
- Online trivia
- Virtual Bingo
- Kahoot games
- Wellness challenge
- Spotify playlist collaboration

Mail or distribute:

- Popcorn
- Candy
- Tea
- Coffee
- Hot chocolate
- Company swag
- United Way sticker
- Campaign calendar
- Thank-you note

Virtual Activities

- Daily impact stories
- Meet your nonprofit videos
- Why I Give Wall
- Pet day
- Workspace photo contest
- Spirit week
- Community scavenger hunt
- Daily trivia
- Virtual prize wheel
- Department photo challenge

Remote Incentives:

- DoorDash gift cards
- Coffee gift cards
- Lunch delivery
- Snack boxes
- Company swag
- Desk accessories
- Home office supplies
- Headphones
- Blankets
- Desk plant
- Blue light glasses
- Coffee mug
- Wireless charger

Workplace Incentives:

- PTO day
- Half-day Friday
- Leave early pass
- Late start
- Extended lunch
- Flexible schedule
- No-meeting afternoon
- Volunteer time
- Birthday afternoon off
- Recharge hour
- Reserved parking
- Casual dress pass
- Work from home day
- Coffee with the CEO
- Lunch with leadership
- Professional development
- Conference registration
- Premium workspace
- Company apparel

Recognition Ideas

- CEO thank-you note
- Giving Champion award
- Wall of Fame
- Newsletter spotlight
- Intranet recognition
- LinkedIn recognition (with permission)
- Department trophy
- Traveling trophy
- Personalized thank-you card
- Recognition breakfast

Department Goals & Incentives

100% Participation Rewards

- Ice cream party
- Pizza lunch
- Catered breakfast
- Traveling trophy
- Team photo
- Donation made in the department's honor
- Celebration event

Heart Club Incentives

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|-----------------------------------|----------------------|---------------------------|
| • Heart Club pin | • Quarter zip | • Extra PTO day |
| • Email signature badge | • Polo | • Half-day Friday |
| • Recognition breakfast | • Jacket | • Reserved parking |
| • CEO thank-you letter | • Yeti-style tumbler | • Professional membership |
| • Recognition wall | • Backpack | • Sporting event tickets |
| • Exclusive volunteer opportunity | • Notebook | • Hotel stay |
| • Heart Club tumbler | • Wireless charger | • Wellness reimbursement |
| • Sticker | • Local gift card | • Increased company match |

Grand Prize Ideas

- Weekend getaway
- Hotel stay
- Concert tickets
- Sporting event tickets
- Airline gift card
- Grill
- Cooler
- Smartwatch
- Tablet
- Bike
- Kayak rental
- Zoo membership
- Restaurant package
- Downtown experience package
- Local shopping spree
- Family fun package



Access Campaign Toolkit here!

Tips & Tricks

Make Giving Easy

- Offer payroll deduction.
- Provide QR codes and digital giving options.
- Keep the pledge process simple.

Focus on Participation

Celebrate everyone who participates—not just those who give at higher levels. Participation can include:

- Making a gift
- Attending an event
- Volunteering
- Learning about United Way
- Sharing a “Why I Give” story

Share the Impact

- Invite nonprofit partners to speak.
- Share local success stories.
- Use photos and videos.
- Highlight how gifts stay local and strengthen the community.

Engage Leadership

- Encourage leaders to give early.
- Have leadership attend events.
- Let leaders participate in fun challenges.
- Share leadership “Why I Give” messages.

Create Friendly Competition

- Department competitions and milestone challenges create excitement while building teamwork.

Celebrate Often

- Recognize participation throughout the campaign—not just at the end.