

SIoux EMPIRE UNITED WAY

campaign idea book

GET STARTED

This resource offers a collection of innovative ideas to inspire a dynamic and successful employee campaign! Inside, you'll find straightforward promotions alongside unique and proven events implemented by local organizations. Use these ideas as a springboard to tailor campaign ideas that align with your company's goals, or as a gesture of appreciation for your employees. Let your imagination soar and enjoy the process! A volunteer from Sioux Empire United Way will collaborate with you and is ready to support you throughout your campaign. Please feel free to reach out for their assistance.

THEMES & PROMOTIONS

Personalize your campaign by creating a theme that inspires related activities. Engaging more employees transforms the campaign into a collective effort. Themes boost enthusiasm, capture attention, and add depth and educational value to your campaign. Encourage creative brainstorming and don't hesitate to explore various options. This section includes flyer ideas to motivate attendance at a campaign rally or to remind employees to submit their pledge cards.

Office Olympics: Host an unforgettable Office Olympics theme party that brings out the competitive spirit in a fun and engaging way! Transform your workspace into an Olympic arena, complete with desk chair races, paper toss competitions, and team-building relays. Encourage employees to form teams, dress in their favorite athletic gear, and compete for medals and prizes. The Office Olympics is a fantastic opportunity to boost morale, foster teamwork, and create lasting memories. With a mix of lighthearted competition and camaraderie, this event is sure to energize your team and make your campaign truly memorable. Let the games begin!

Back-to-School: Experience the nostalgia of school days (without the assignments) by hosting a school-themed event. Gather school supplies for a charitable organization and organize a spelling bee. Participants must spell correctly or their team pays a small penalty. The victorious team earns a prize. Alternatively, send out pop quizzes via email, rewarding the top scorers with prizes. Distribute personalized lunchboxes and engage employees' children in creating and decorating flyers and other campaign materials.

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Pick a Decade: Encourage employees to dress up in their favorite decade and bring in old music, clothes, shoes, and items to see who has the oldest piece of memorabilia. Prizes will be awarded for the oldest item and the most creative outfit. Arrange for a restaurant to cater food and drinks, and organize an ice cream sundae eating contest. Play oldies music in the background and screen classic movies

Movie Themes: Have employees dress up as their favorite characters from movies or television shows. Incorporate a game of “guess who.” Employees can win prizes for guessing the right character. Use movie plots or famous lines for promotional flyers and e-mails to drum up excitement. Have a raffle drawing for movie tickets, DVDs and gift certificates.

Carnival: Kick off the event with a carnival-themed party. Employees can participate in traditional carnival games such as the egg/ spoon race, ring toss and ducky race. Provide cotton candy and popcorn to the winners. Have an executive dunking booth. Have a balloon making contest; each employee can make a balloon animal and other employees will vote for their favorite. Invite a facepainter to paint employees’ faces with United Way colors and logos.

OTHER THEMES:

- Talent Show
- Beach Party
- Cultural Festival
- Superhero Day
- Potluck/Cookoff
- Holiday Theme
- Trivia
- Scavenger Hunt / The Amazing Race
- Field Day Competition
- Food Truck Fun

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SPECIAL EVENTS

The United Way Campaign is a fantastic chance to unite and engage your staff. Here are some special ideas to spark your creativity and make the campaign engaging, show appreciation to your employees, and ensure a great time for everyone involved!

- **United Way Trivia:** work with United Way staff to create a trivia game that employees can participate in each day
- **United Way Nonprofit Tours:** set up company exclusive tours at our partner nonprofit. Visit seuw.org to sign up for a tour or contact the United Way team, unitedway@seuw.org.
- **Grill Out for United Way:** host a BBQ and grill up some burgers and brats for your employees.
- **Corn Hole/Bags:** host a corn hole/bags tournament. Employees can buy in to participate on teams.
- **Cooking Contest or Bake Sale:** employees can enter their best salsa/chili/soup/etc. recipe and face off to see who comes out on top!
- **Decorate your Door/Cubicle:** decorate your door/cubicle with a United Way theme. Winner wins a prize!
- **Treasure Hunt:** ECMs hide clues around the office for employees to find in their free time
- **Healthy Habit Challenge:** challenge employees to pick up a new healthy habit and track their success. Winner get bragging rights and a prize!
- **Hole in One for United Way:** host a golf outing or putting contest for employees

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INCENTIVES

The Sioux Empire is filled with generous people who give from the heart. Providing incentives for giving and participation in your workplace campaign can be a great way to say “thanks!”. Below is a list of incentive ideas that employers can use to encourage a gift to the community through United Way.

- **Gift Cards:** Offer gift cards to popular retailers or restaurants as thanks for donations or participation.
- **Extra Time Off:** Provide additional vacation days or half-days as incentives for reaching campaign goals.
- **Volunteer Time:** Provide Volunteer Time Off (VTO) or additional VTO to tour and help a United Way partner nonprofit.
- **Prize Drawings:** Enter participants into a raffle for larger prizes, such as electronics, tickets to events, or vacation packages.
- **Recognition Awards:** Present awards or certificates to top contributors or teams, acknowledging their generosity and efforts.
- **Charity Matching:** Match employee donations to the United Way with a company contribution, amplifying the impact.
- **Company Swag:** Give away branded merchandise like t-shirts, mugs, or tote bags to participants.
- **Lunch:** Provide a special lunch to all employees
- **Experience Days:** Provide unique experiences such as tickets to shows, sporting events, or special outings for your employees and departments.
- **Office Parties:** Host a celebration or themed party for reaching fundraising milestones, complete with food, games, and entertainment.

RECOGNITION

Expressing gratitude is crucial. A simple “thank you” acknowledges your employees’ contributions and helps establish a foundation for ongoing communication and future campaigns. There are various ways to show appreciation to employees, such as sending a personalized thank you note or offering a small token of thanks. Get creative and think outside the box—there are many meaningful ways to convey your thanks on behalf of those who benefit from the SEUW campaign.

- Recognition and thanks on company intranet or via staff communications
- Cupcakes or treats to say “thanks” at the end of your campaign
- Purchase thank you items from United Way store to show appreciation
- Handwritten personal thank you notes
- Recognition certificates
- Share impact of your employee campaign on the community

