

# HAVE FUN! FUN-draising!!

## Publicizing Your Employee Campaign:

### **BOSSES CAN HELP BOOST YOUR BUCKS**

#### **ADMINISTRATORS FOR SALE**

Employees purchase raffle tickets to win an administrator for the day. The administrator agrees to work for the winning employee or department that raises the most.

#### **ARREST THE BOSS**

See how much money co-workers can raise to get the boss “out of jail” or keep the boss “in jail!”

#### **CAMPIN COMMANDERS**

For \$1 a vote, pick your favorite administrator to “camp out” on the front lawn of your business to toast marshmallows for s’mores to passersby. You can also sell the s’mores for United Way.

#### **DUNKING BOOTH**

Pay said amount of money for three chances to dunk the boss or other favorite targets in the company.

#### **GO HOME EARLY**

The boss collects a set amount of money at the front door from every employee who wants to leave work early that day.

#### **EXECUTIVE TAXI SERVICE**

Co-workers pay to guess which executive will win the race.

#### **KISS THE PIG**

Managers and supervisors are given funny names, (i.e. Ham Bone Jeff, John Chittlin, Bacon Bill, Suee-ieee Sue, Tammy Tenderloin) and employees can donate a dollar to vote for their favorite. Updates are given by intercom at least daily or whenever a big turnover in total has occurred. On the last day of the contest, the “winner” kisses a pig at a planned time and place.

#### **POWER LUNCH**

Pay said amount of money to have lunch with an executive.

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## Publicizing Your Employee Campaign:

### *THEMES*

#### **BEACH BLAST THEME**

Employees come dressed in Hawaiian print shirts. Bosses can be dressed in grass skirts and have a beauty contest with the voting counted by the most quarters only donations into the coin jar. You can sabotage the other contestants by putting in dollar bills which takes away from the quarter donations.

#### **WILD WEST THEME**

This works well as a kick-off event. Employees dress in western clothes and tacos are served with donations going to United Way from the sale of the food. Use a cactus as your goal thermometer.

#### **When to Use Incentives**

- For payroll deduction invests
- For individual department % increase in giving
- For departments completing their campaign first
- For turning in pledge cards
- For new invests
- For attending a department presentation or event
- For being a leadership giver
- For highest participation of departments

#### **STOCKING STUFFER GRAB BAG**

Charge a set amount for employees to grab a company trade item from a stocking or bag.

**VALENTINE'S DAY** – Sell homemade candy, suckers, brownies, cookies or anything chocolate.

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**Adorable Baby-** Post pictures of employees' children or grandchildren. Co-workers must pay a set amount per vote for the most adorable child. Ballot box stuffing is encouraged!

**Pet Photo-** Employees post a picture of their pet(s) on the bulletin board. Co-workers pay a set amount per vote for the cutest pet, most unusual pet, ugliest pet and funniest pet. Award all winning pet owners a prize for their pets such as cat food, dog bones, etc.

**Putting Green-**Construct a putting green in your lobby and charge a fee for employees and/or customers to putt for prizes.

**Beat the Bad Habit-** Get co-workers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, whatever! Offenders pay a quarter for their transgressions!

**Drawings/Raffles-** Secure a donated prize such as a weekend stay at a local resort, movie passes, concert tickets, professional/college sports games, museum passes, etc. Sell tickets and draw the winning ticket at a designated time and place. This can also be done in half- &-half fashion where half the proceeds are given away as the prize. The other half of the proceeds benefit United Way.

**Jellybean Counting—**For a donation, co-workers can guess how many jelly beans are in that jar. This can also be done with M&M's, Skittles, Lifesavers, etc.

**Miles of Quarters—**The goal of 1/4 mile is 15,840 quarters or \$4,000. You have 12 inch rulers done up with the goal and names on it. You solicit employees and pre-sale the rulers. \$3 equals one foot of quarters. \$9 equals 1 yard. You can do this in your parking lot or on the street (get City approval) marking 1/4 mile along the curbs. When pre-sold, you chalk the person's name and length they bought.

**Pimp Your Peeps-**"Pimp Your Peeps" contest. Each department can decorate Peeps. Bunny Peeps with hair, glasses, stethoscopes or chorus line of Peeps with pipe cleaner legs and feathers. They are put on display and employees and visitors vote with a donation for their favorite.

**Unlock a Chest of Treasures-**Encourage co-workers to buy a key for a set amount. One key will open a treasure chest of prizes.

**Who's the Baby-**Ask co-workers to bring in their baby picture. Each week feature a new group of pictures on the bulletin board. Employees then purchase chances to guess which baby picture belongs to whom.

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## Publicizing Your Employee Campaign:

- Send messages on E-mail or in-house computer systems and use Trivia questions from U.W. –the closest to the correct answer wins.... Something.
- Publish articles in the employee newsletter. Pictures of people with the United Way logo.
- Post information on company bulletin boards, weekly e-mails and daily announcements.
- Publish a calendar of campaign events.
- Hang United Way posters, banners or thermometers in heavy traffic areas.
- Place fun, creative door hangers on office doorknobs. Have a contest for most creative use of the campaign theme.
- Decorate the break-room, stairwells, and inside of restroom stall doors with the campaign theme.
- Ask department heads to talk about the campaign at monthly staff or safety meetings.
- Ask program recipients to tell of their experiences.
- Have an executive staff person walk through the work place wearing a sandwich board advertising the campaign.
- Departments dress for the theme of the campaign for a day and reward the best-dressed.
- Have a prize for the most theme-decorated desk/area on campaign day.
- Have a contest on who could write the best United Way jingle for the Campaign. The winner (s) will have center stage at the campaign celebration to sing their entry!!!
- Have a "What would you do for United Way" day (ie: "What would you do for a Klondyke Bar?") Have people do funny things, take digital pictures of them and post them on an employee bulletin board...(Give them a reward, by all means!!) Chocolate is usually good!
- Incentives for employees who contribute one hours pay per month: ("Champions Club")- they will be invited to a "Breakfast of Champions"

If 80% participation happens, treat to a grand prize for ALL employees such as a dinner/picnic for everyone! Big party~!