



United Way  
of Greater Stark County



LIVE UNITED®

## CAMPAIGN THEMES, INCENTIVES, ACTIVITIES & GAMES

### BENEFITS

Themes, activities, games and incentives are your opportunity to add a little something extra to your campaign. Not only can they raise additional money, they can be instrumental in team development, creating excitement and educating about United Way of Greater Stark County.

Let your committees' imaginations run wild, or use some of the following ideas to make your campaign memorable, exciting and successful. Some are even ready to go on our website – just download the materials to use at your rally or on your intranet.

### INCORPORATING THEMES, INCENTIVES, ACTIVITIES & GAMES:

- Educates employees
- Builds morale
- Brings employees together
- Can be budget friendly
- Builds excitement
- Promotes UWGSC's campaign
- Energizes individuals
- Encourages first time givers and pledge increases

## THEMES

Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization.

### BE A SUPERHERO

This theme is a fun way to make individual employees feel special by recognizing them as “superheroes.” When you give your time or donate to UWGSC, you're truly making a “super” difference in our community!

- Have senior management dress up in superhero costumes for your rally.
- Participate in volunteer projects that will make employees feel like superheroes.
- Display superhero-related decorations.
- Give action figures as a thank you or incentive.

### UNDER CONSTRUCTION

We all need to work together to build a better community.

- Have hard hats available at your rally.
- Hold a building contest.



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### **WE LOVE THE '80S**

Party time! Celebrate your employees' memories of the '80s while having a fun campaign sprinkled with lots of laughter.

- Hold an '80s movie marathon as an incentive.
- Bring a karaoke machine to your rally.
- Have a "worst '80s outfit" contest.

### **MISSION POSSIBLE**

With your help, UWGSC's mission of helping people is possible.

- Play a workplace "secret agent" game.

### **VEGAS**

Use the popular slogan, "What happens in Vegas stays in Vegas" to put a fun twist on UWGSC's message of "What's raised here stays here."

- Have a decorating contest among departments – whoever does the best Vegas theme wins!
- Play e-bingo during the campaign.
- Set up a mock roulette wheel at your rally, and let employees try their luck.

### **REALITY TV**

Your adventurous employees will get a kick out of this theme. Friendly competition and team-building will engage your employees in a fun, innovative way.

- Have a Survivor-themed rally, complete with tiki torches.
- Hold adventurous contests like a hot wing eating contest or a blindfolded obstacle course.

### **BE A LIFESAVER**

Help your employees connect to their community as they see the real-life difference their donations make.

- Email stories of real people who have been helped by lifesavers" in the community.
- Bring in a CPR trainer to teach employees how to save a life in an emergency.
- Participate in a volunteer project at an agency that meets basic needs, such as a food pantry or homeless shelter.



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## INCENTIVES

Incentives can build excitement within an organization, energize individuals to give and strengthen overall employee giving. Plus, using incentives in your campaign is a great way to gain new or first-time donors. However, we must also caution that, from experience, when/if a company takes away incentives they will see a drastic decrease in their campaign. So, please take that into consideration and what your long-term goals are for your campaign.

### HOW TO STRUCTURE AN INCENTIVE PROGRAM

To get the most out of incentives, consider how best to structure them for your campaign. Think about what you want to accomplish, then decide how to set your incentives.

- By individual participation: Anyone who participates is eligible.
- By timeframe: Anyone who contributes by X day is eligible for a prize/drawing.
- By increase: Anyone who increases their gift over the previous year by \_\_\_ % is eligible for a prize.
- By gift level: Anyone who gives XX dollars or more is entered into a special drawing.
- By company goal: If the company achieves XX% participation, all employees can wear jeans on Friday.

### INCENTIVES TO INCLUDE IN YOUR CAMPAIGN

Incentives are flexible to any organization and any budget. Some incentives to consider:

- Corporate match
- Prime parking space
- Pizza party
- Use of company suite at event
- Gift cards
- Company coupons:
  - Sleep in Late
  - Flee at 3
  - Casual Friday
  - Call in Well



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## ACTIVITIES

Including fun activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. Pair them with your campaign theme or use them on their own.

### ACTIVITIES TO INCLUDE IN YOUR CAMPAIGN

Several pre-made games are available for print and download on our Campaign HQ, some of which include:

- Theme Basket Raffle/Auction: Each department assembles a theme basket (golf, chocolate, spa, BBQ, etc.), which are raffled or auctioned off.
- Jail & Bail: Executives get “arrested” and they can’t leave “jail” until a certain amount of money is raised for their bail. Some companies have had off duty police officers do the “arresting.”
- Website Scavenger Hunt: Hand out questions about United Way of Greater Stark County and have employees search [www.uwstark.org](http://www.uwstark.org) for the answers.
- Casual for a Cause: Sell Casual Day badges for employees to dress casually on certain days.
- Tricycle Races: Create teams of 3-4 riders. Teams are named and publicized in advance. Team members ride tricycles through a predetermined course through the office or outside. The race is designed as a relay. Have people make “bets” on the winning team.
- Chili Cook-off (available at [www.uwstark.org/activities-games-and-incentives](http://www.uwstark.org/activities-games-and-incentives))
- Penny Wars (available at [www.uwstark.org/activities-games-and-incentives](http://www.uwstark.org/activities-games-and-incentives))
- Pie in the Face (available at [www.uwstark.org/activities-games-and-incentives](http://www.uwstark.org/activities-games-and-incentives))
- Dessert/Ice Cream/Bakery Cart: Wheel around a cart of goodies selling for a small price to collect donations for United Way.
- Kickball or Wiffle Ball Tournament
- Pumpkin Carving or Decorating Contest: Plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families, the staff or to use in the contest. Employees carve or decorate pumpkins individually or in teams. Charge \$4 to enter and \$1 per vote. Award prizes in various categories, such as – Best Traditional Pumpkin, Most Creative Pumpkin, Best Effort by a Group, etc.
- Walking Taco: Set up an area with taco ingredients for employees to come and make and take tacos. Charge \$5 per meal. Great for people that don’t have a long lunch break and need something simple and fast!
- Lunch Box Auction: Have each participating employee pack a special lunch. Encourage them to get creative and make deluxe sandwiches or wraps. Include delicious treats like brownies or other favorites. Auction before lunch.
- Executive (fill in the blank) for a Day



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## GAMES

Games are a great resource for getting employees and departments involved in the campaign and educated about what United Way does.

### GAMES TO INCLUDE IN YOUR CAMPAIGN

Several pre-made games are available for print and download on our Campaign HQ, some of which include:

- Bingo
- Rent or Groceries Game
- Funding Game



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