

LIGHTS. CAMERA. UNITED WAY IN ACTION. WORKPLACE CAMPAIGN IDEAS

It's been proven: United Way Workplace Campaigns are more successful when they include incentives, fundraisers and lots of donor appreciation. Who doesn't like being pampered, enjoying some goodies, or having fun with co-workers for a good cause? Fun is contagious, and making your campaign fun can make a big difference on the outcome.

As you are planning campaign events, be sure to consider the main goal for each one, and make sure that the event fits with the goal. Some examples of campaign goals are to:

- Raise money
- Build workplace morale
- Educate people about the UW campaign and the nonprofit programs it helps to fund
- Encourage volunteering
- Highlight problems facing our community and how UW funded nonprofits are helping

Another thing to remember is that all successful workplace campaigns rely on good planning and wide participation. So be sure to publicize any workplace fundraisers and incentives. People won't participate if they don't know what's going on!

Finally, whenever possible, go out of your way to say "THANK YOU!" to anyone and everyone who participates in your campaign. Whether they gave \$1 or \$1,000, we want all donors to know that we appreciate their support, and that they are making a difference for someone in need in our community.

DISCLAIMER What will and won't work for your campaign depends on both your workplace environment, employee culture, and what is allowed and/or possible within your company. Be sure to have your events and incentives approved in your organization as necessary to avoid any legal/scheduling/safety complications.

Potential Slogans:

- Reach for the Stars
- You're a Star! When You Give to United Way
- Be a Part of the BIG Picture
- Be a Star in Someone's Life
- Play a Starring Role in Your Community
- Reach for the Stars
- Be a Star: Give to United Way!
- All Stars for United Way
- Make Your Life Shine
- Together Our Star Shines Brighter

Event Ideas:

- Host your company event at a movie theatre
- Run the campaign during Halloween (a Monster Movie Matinee)

- 50's, 60's, 70's, or 80's cinema theme

Engagement Activities:

- Host a star-studded United Way panel of "celebrity" speakers in the non-profit sector

Incentives:

- Hall of Fame (place each donor's name on a star in your hallway)
- Movie passes
- Fresh popcorn
- Movies (DVD, Blu-ray)
- "Red Carpet" reserved parking for a month (right up front)
- Rent a popcorn machine

Talent Show

Use your campaign theme to put on a talent show. Think "American Idol", "The Voice", "Dancing with the Stars", "America's Got Talent", and consider creating your own company version of one of those. Charge employees to participate, and also charge admission to the show. Sell popcorn for a snack.

GUESS WHO - 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.

UNITED WAY GOES HOLLYWOOD: Use a series of colorful, creative and humorous posters to publicize the campaign and post them all over the office. Create funny slogans with each bake sale like "The Pies of Laura Mars" and "Romancing the Scones." Hold a bowling party with slogans like "Bowl Durham" or "Honey, I Struck the Pins."

ACADEMY AWARDS NIGHT: Have employees dress as their favorite celebrities. Create small movie "skits" using your favorite movie. Have employees do impersonations of their favorite celebrities and have a guess who game. Bring in some red carpet and golden rails and have people pretending to take pictures of each celebrity that comes to the kickoff event.

MOVIE TIME = Slogan: Play a role in solving social issues / Your extra is someone's need

Kickoff: Breakfast with the stars: Host a virtual breakfast meeting and ask everyone to dress as their favorite movie character

Events and activities to educate and play:

- Host movie trivia; ideas include Harry Potter, Marvel Cinematic Universe, Star Wars, etc.
- Host a Netflix party for a virtual movie day or night. Invite staff to watch a movie and chat (participants make a \$5 contribution to take part); if you choose a kid friendly movie, ask people to include their families.
- Test colleagues on their knowledge with Hollywood trivia
- Wrap up: Virtual Oscars: Recognize outstanding employees with "Academy Awards," winners receive movie gift cards