

# FUN CAMPAIGN IDEAS



## IDEAS TO MAKE YOUR CAMPAIGN FUN AND SUCCESSFUL

You know what makes the United Way of Whitewater Valley's Annual Campaign more fun? Having a theme! Whether your campaign is 24 hours, a week long or a month long, carving out time for employees to have fun is part of a great experience.

We've brainstormed the BEST theme ideas to help make it easy for your Campaign Team. No matter your budget or time frame, you'll find fun campaign ideas on this list that everyone will love.

*\*Note: As you know, COVID-19 may cause some of the following ideas to be ruled out or adapted to follow social distancing and masking guidelines. If you find an idea that you like but can't quite figure out how to adapt to the current circumstances, don't give up – we need fun now more than ever! Feel free to reach out to us! We'd love to share with you how to make fun ideas work in your unique setting. For work-from-home settings, many of these can be done using photos submitted or via Zoom.*

### KICKOFF/ SPECIAL EVENTS:

**LIGHTS! CAMERA! ACTION!** 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.

**SUPERHERO:** Employees dress as their favorite heroes: Batman, Spiderman, Storm or Wonder Woman. Employees can donate money to "save the day." Prizes will be awarded to heroes who "save the day." Employees can bring in comic books, old movies and books with superheroes and win prizes for the oldest movie, DVD and comic book. Items can also be sold as a fundraiser.

**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 face painter to paint employees' faces with United Way colors and logos.

**"SHOW YOUR SPIRIT" DAY:** One day during the campaign, encourage employees to show their school spirit by digging into their closets and pulling out their letter jackets, team jerseys and old uniforms. They may also wear their children's jackets and jerseys. On that same day, host your United Way meetings, a potluck or some sort of special event allowing the employees to interact and share.

**TEAM FITNESS CHALLENGE:** Break into teams or have participants compete individually based on numbers. Each participant determines how much weight s/he wants to lose during a determined amount of time. For each pound, s/he puts \$5 into a pot. Each person weighs in. Each day, there could be special lunches planned and motivational quotes posted around the office space in support of everyone's efforts. On the last day, everyone weighs in again. For every pound lost, they receive \$5. All left over money goes to United Way.



**MASCOT CONTEST:** Start the United Way campaign with great energy and enthusiasm by having a mascot contest.

Departments or individuals can design a mascot that will be used at your company throughout the year (not just campaign season). Mascots can be on paper, three-dimensional, or even life-size! Offer prize to the designer(s) of the chosen mascot.

**SOCK HOP:** Invite employees to a "50s Style" kickoff. Give prizes for most authentic dress. Hang posters that show what 50 cents more per week can do for our community.

**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.

**BON VOYAGE:** With a traveling theme, you can host a bon voyage party as a victory celebration. Everyone who gives through the campaign gets a "passport" into the party. You can pick a destination and have the party set up like the beach, the mountains, camping grounds or any other place you would go on vacation! You can serve wonderful food that you would eat on that vacation. Ask employees to bring in old suitcases and small travel size toiletries to donate to local shelters.

## FUN FOOD EVENTS:

**HAVE A "GOOD NEIGHBOR" BARBEQUE:** Join with other companies near your business to have a cookout with games and giveaways.

**BREAKFAST OF CHAMPIONS:** Decorate with athletic gear, flags and banners. Company departments become teams. Campaign progress is marked by moving teams across a playing field poster towards goal. Campaign chair or CEO "coach" gives a pep talk at a kickoff "Breakfast of Champions" where Wheaties is served.

**WAFFLE/PANCAKE BREAKFAST:** Sell tickets and have people sign up for their choice of pancakes or waffles. Cook breakfast in your company cafeteria and ask executives/management to serve that morning. Don't forget bacon, sausage, butter etc.

**CHILI COOK-OFF CONTEST:** Ask employees to cook a favorite chili recipe and enter it into a cook-off contest. Invite employees to pay \$5 for lunch. Have a panel of nominated chili experts to select the official chili champion.

**ICE CREAM SOCIAL:** Set up an ice cream bar with a variety of favorite toppings. Charge employees by the scoop or toppings! Award a prize or announce who ordered the most scoops!

**FLOCKING:** Spark the competition and bring on the flamingos! Encourage your employees to donate to flock another employee's office. Flocking is placing as many flamingo figurines as possible in the chosen employee's office. Employees concerned about being flocked can purchase flock insurance which protects them from the "mingos." Get the competitions going and start buying the flamingos. Your employees will have so much fun with this game!

**BEACH BASH:** Have some "fun in the sun," beach style! Decorate the party like the beach. Bring in sand, beach chairs, palm trees, beach balls, sunglasses and don't forget the sunscreen! Play beach-themed music and make the office feel like you are on the beach. Employees who donate to the campaign are awarded "lifesaver vests" and hand out lifesaver candies. Tell "lifesavers" they need to wear their vests at the next meetings.

**"50S, 60S, 70S":** Rock around the clock! Get employees to dress up in their favorite decade. Tell employees to bring old music, clothes, shoes, items to see who has the oldest item. Prizes will be awarded to the oldest item and most creative. Get a restaurant to cater with food and drinks. Have an ice cream sundae eating contest. Have oldies music playing in the background. Show some old movie such as, It's a Wonderful Life, Wizard of Oz or Gone with the Wind. Hold an Elvis look-alike contest.



## CAMPAIGN THEME IDEAS

- 2022 Be A Game Changer

## CAMPAIGN GAMES

**BE A GAME CHANGER:** Ask employees to nominate each other for a Be A Game Changer award. It's a great way to recognize we all need each other to be a successful workplace. Create a Game Changer Award Wall and place it in a part of the office everyone can see it. Post pictures and the nomination letter. Employees can 'vote' by donating a \$1 per vote for the most touching nomination. The winner or winners receive a prize like free lunch or gift card.

**CHANGE THE GAME:** Ask employees to nominate or recognize those in the community that have had an impact on their lives like a nurse, teacher, firefighter, church family or others. Create a Game Changer Award Wall and place it in a part of the office everyone can see it. Employees can 'vote' by donating a \$1 per vote for the most touching nomination. The winner or winners receive a special prize. Ask those nominated for permission to recognize them on social media. Sharing on social media is a great way to show community support.

**BE A GAME CHANGER WITH PETS:** If your company has a lot of pet owners that talk about how their lives are made better because of their pet, this may be the campaign game for you! Ever hear that a lot of pets look like their owners and vice-versa? Test this theory by having employees pay for a chance to try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most correct answers and maybe provide gift certificates to a pet store for the owners who look the most like their pets!

**BE A HEALTHY GAME CHANGER:** Sometimes we need to thank our bodies. We are often better because of the decisions we make every day. Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, delicious, elegant or humorous healthy meals.

## OTHER FUN CAMPAIGN IDEAS

- Sell raffle tickets for \$1 - Have fun prizes for employees to win!
- Sell casual day coupons. Let employees wear buttons that say, "I paid to dress this way for United Way."
- Obtain a life-size cutout of a celebrity. Sell picture-taking opportunities for \$1 each.
- Hold a silent auction. Use incentive gifts, or have employees bring crafts, baked goods or other items to sell.

## INCENTIVES FOR PARTICIPATION

- Time Off from Work
- Tickets to Games/Movies
- Company T-Shirts
- Flowers Each Month
- Casual Day
- Grocery Certificates
- Hotel Getaways
- "Leave Work Early" Passes
- Reserved/Covered Parking
- Dinner for Two
- Sleep-In Passes
- Tickets to local events
- Gift Certificates (spa, gas station, grocery store, Amazon, etc.)
- Trophy for Department with Highest Participation

**REMEMBER THE BASICS** – While you and your team are planning the fun, don't forget to incorporate the basics into your ideas.

- **EDUCATE, DON'T PRESSURE** – An educated donor continues to give.
- **INVITE US!** – We would love to join you on your campaign day! Call United Way of Whitewater Valley to coordinate.
- **PUBLICIZE YOUR CAMPAIGN** – Use posters, brochures, banners and emails to communicate!

Don't forget! **THANK** your contributors and your campaign team – send out thank you notes to people that pledge, donate and volunteer.