

# LIVE UNITED™



## Themes, Events and Incentives

Oftentimes, a theme can help tie all the elements of your campaign together. Take a quick survey of the employee preferences for a better idea of what's hot and what's not. Here are a few ideas to get you started.

### THEMES

- Join the Winning Team
- Be a Winner...Give to United Way
- Go for the Gold! Company Olympics
- Nothing But Net: The Dream Team
- Make Someone's Life a Hit
- Kick Up Your Heels for United Way
- On the Boardwalk
- Beach Bash
- Carnival/Talent Show
- Heroes Among Us
- Mardi Gras
- Pirates – Treasure Chest
- Dare to Care

Likewise, events that create excitement and interest are most likely to draw in more participants.

### EVENTS

- **GARAGE/WHITE ELEPHANT SALE** Have employees clean out their closets and set up a company-wide garage sale to benefit United Way.
- **BOOK FAIR** Sell staff-donated books, CD's and videos
- **AUCTION /ON-LINE AUCTION** Encourage employees to donate unique items of value to United Way's Online Auction. Auction a premier parking space.
- **THEME BASKETS** Have each department make up a basket.
- **COLLECT LOOSE CHANGE AROUND THE OFFICE**
- **PET PHOTO CONTEST** Ever notice how dog owners often look like their pets? Employees post a picture of their pet(s) and co-workers pay an amount to guess whose pet is whose, or to vote for the cutest, ugliest, most unusual, and funniest photo.
- **BABY PICTURE CONTEST** See who can match the most staff member with their baby pictures.
- **SNACK CART** Go from workspace to workspace with baked goods or candy

- **BREAKFAST BASH/PIZZA PARTY/ROOTBEER FLOATS BREAK**
- **CHILI COOK-OFF CONTEST** Employees cook their favorite recipe and enter it into the contest. Participants pay to sample all of the entries.
- **DIET FOR UNITED WAY** Hold a contest to see who can lose the most weight over a month-long period. Each person pays a set amount for every pound lost or gained.
- **DOOR DECORATING CONTEST**
- **SAVE IT OR SHAVE IT** Most dollars collected in a jar gets to decide
- **THROW A PIE/DUNK YOUR BOSS**
- **SCAVENGER HUNT** Employees have to find unusual items around the office or the neighborhood. You can plant items for employees to discover.
- **SOFTBALL/VOLLEYBALL TOURNAMENT**
- **INDOOR GOLF COURSE**
- **TRICYCLE RACES** Set up a relay course in the parking lot and have contestants race through while being timed. Observers can wage money on their favorites.
- **VIDEO GAME TOURNAMENT** Set up three or four game systems in a small conference room. Employees pay-to-play with prizes going to the top scorer in each game.
- **TYPING CONTEST**
- **CASUAL DRESS DAYS** Allow employees to dress down as incentives to make a pledge. If your business already has a casual or jeans day each week, try something different, such as Stupid Hat Day, Ugly Tie/Ugly Earrings Day, Outrageous Socks Day, or Favorite Sports Team Day.
- **CRAZY HAT** Decorate a hat, then pay a dollar to send the hat to someone else for them to wear!
- **HALLOWEEN COSTUME CONTEST**
- **SILENT AUCTION**

Although one of the best rewards for giving to United Way of Brazoria County is a sense of community spirit, everyone likes to win a prize. Incentives help keep participants engaged in the progress of your campaign and may bring in campaign dollars.

#### **INCENTIVES**

- Casual dress days
- Extra paid vacation day
- Time off from work
- “Sleep-in” , “Long-lunch” or “Leave work early” passes
- Extra half hour for lunch for a week
- Cocktails or dinner at the CEO’s home
- Lunchtime movie with popcorn and soda
- T-shirts, sweatshirts, company gear
- Shares of company stock
- Prime/reserved/covered parking spot

- Babysitting and restaurant gift-certificates
- Dinner for two
- Pizza party
- Sports/Show tickets
- Movie/Video passes
- Airline tickets
- Lottery tickets
- Grocery/Gas certificates
- Flowers
- Trophy for department with highest participation

Maybe you would like to offer a “Grand” prize for an event in your campaign, or you could use more gift items for raffles but your company’s campaign budget is a little light. Why not ask merchants in your area to donate items? Many area department stores and restaurants are happy to help.

### **SAMPLE VENDOR LETTER FOR RAFFLE DONATIONS**

To Whom It May Concern:

As one of the valued local businesses our company and employees patronize, I’m hoping you might help us with an effort that is changing lives in our community. This week, we’re kicking off our company’s fund-raising effort for the United Way Campaign to help raise money for charitable organizations here in (YOUR COUNTY).

With your donation, you can join our employees in having a major impact in Brazoria County: You’ll be investing in youth, strengthening families, empowering seniors and disabled people, meeting basic needs and promoting health and wellness.

We would appreciate it if your organization could make a donation to this remarkable effort. Your gift will be mentioned in event publicity and serve as an added incentive for our employees to contribute.

If I may, I will follow up next week. Thank you for considering a donation to this important effort that helps thousands of Brazoria County residents in need every year.