

## Make the United Way a Year-Round Presence



Campaigning for pledges will be much easier when your employees have some experience with the Orrville Area United Way and its partner agencies on a year-round basis.

### 1. Begin a New Hire Program

When new employees are hired, give them the opportunity right away to give through payroll deduction. You don't have to wait until campaign time.

### 2. Agency Tours and Speakers

Contact the United Way office to arrange a tour or speaker to learn more about a community need and the work of an agency.

### 3. Volunteer

Contact the Orrville Area United Way for individual and group volunteer opportunities.

\*\*If you have an idea that proved to be successful, let us know about it so we can share it with others!!

# Person County United Way

## Campaign FUN Book



## Top Ideas to Create FUN in Your United Way Campaign

### Get Cooking!!

Nothing works quite as well as food does. We've cooked up lots of ideas to help you get a'cookin'!



#### 1. How Sweet It Is

Sweeten them up with a candy campaign

- Be a **Bit O' Honey** and Give to the United Way
- Thanks a **Mint!**
- **One Hundred Thousand** Reasons to Give
- Be a **Lifesaver**

Pass out small candy bars with a note attached at employee rallies and you're sure to get people's attention!!

#### 2. Get Cooking for United Way

Hold a chili cook-off as part of the campaign events.

Employees taste-test all entries and vote for their favorite.

Prizes are given in a variety of categories, such as hottest or most unique ingredient.



## Celebrate Your Success And Say

# Thank You!

Thank employees who contributed their time, energy and money to your campaign. Without their help and support, your campaign wouldn't have been so successful. Involve management in the thank you process.

#### 1. Buy Lunch

Having a luncheon, picnic or potluck to celebrate the grand total raised is a great way to wrap up a campaign and hand out special awards.

#### 2. Letter from the CEO

Distribute a special thank you note to all who gave and who had volunteered, especially those in leadership roles.

#### 3. Run a Thank You ad in employee publications

## Special Events

Special events create a positive image for your employees and the United Way Campaign. They are meant to reinforce awareness of your United Way's efforts. Plan a series of events to mark your campaign's success. Support United Way in the Day of Caring.

### 1. Volunteer as a Team

Support agencies and programs by bringing the employees out of the workplace and into the community to serve.

### 2. Parade of Children

Invite children from a United Way agency to parade throughout your business carrying hand lettered posters and flyers that advertise United Way programs.



### 3. Hold a used book sale, flower and bake sale or silent auction.

### 3. At Your Service

Have top management serve coffee, lunch, or ice cream to employees at a United Way meeting



### 4. Good For You

Show how United Way is good for contributors, clients and the community. Serve good-for-you food and invite an agency speaker for a brown-bag presentation.

### 5. Can You Top This?

Serve ice cream and all the toppings at a United Way rally or meeting



### 6. Pie Toss

Depending upon the amount of their contributions, employees are given a chance to toss a pie at their department manager.

### 7. You May Think We're Nuts

Nuts served at employee meetings and posters decorated with nuts can show employees that it only takes PEANUTS to make a large impact on the needs in the community. Nutty, but nice!

### 8. Chocolate Chip Cookie Day

Employees purchase cookies with proceeds going to the United Way. Chocoholics, this is your lucky day!



### 9. We're Whipping Up Dough for United Way

Hold a bread-making contest. Invite "Betty Crocker" look alike to announce winners. Award blue, red, and white ribbons with gift certificates from a restaurant to the winners.



## 10. Soup Kitchen

Heat up a big pot of soup and hold a soup and bread line for your employees. On the tables have table tents with facts on homelessness and hunger in your community.

## Contests and Incentives

Contests and incentives are an easy way to add an element of fun and increase employee participation in your company's campaign efforts.

### 1. Participation Incentives

Create incentive contests for departments for a generous giving level, an increase in giving or for getting their pledge cards in on time, or enter contributions in drawings for special prizes such as:

- Movie passes/Gift certificates
- A prime parking space
- An afternoon off without pay
- Free lunch
- Pizza Party or Ice Cream Social



### 2. Hold Department/Office United Way Olympics

Race on wheeled chairs using plungers as the only means of transportation. Design a special obstacle course



requiring employees to drive "to work" on a tricycle (complete with lunch box of course) and once at work with feet on desk, shoot a wadded piece of paper into "File 13".



### 3. Air Out Those Sneakers

Celebrate "Sneaker Day" by having employees compete for the "most original, most beyond repair, most in need of soap and water," etc. You invent the categories.

### 4. Jeans Day



Allow employees to wear denim jeans to work by paying \$5.00. Donate the money raised towards the United Way Campaign.

### 5. "Go-Fer" Contest

Top executives volunteer to be "go-fers" for the department with the largest giving increase.

#### Remember:

- Avoid extremely costly items
- Encourage people to give more than last year
- Don't alienate certain levels of employees and/or certain departments