



LIVE UNITED

BRING

YOUR

Oshkosh Area United Way

CAMPAIGN

TO LIFE

25 Ideas for Your Workplace Campaign

DID YOU KNOW? The most successful campaigns use more than one way to reach their employees. It is said that for someone to really get a message, they need to hear it at least three times. There are a variety of ways to communicate the work of the Oshkosh Area United Way through in-house communications, events and promotions.

- **Kickoff events** can help generate enthusiasm and support for your campaign. Involve senior management and CEO's to talk about how they LIVE UNITED. You can plan the kickoff event for an already scheduled staff meeting, so employees do not have to change their schedules. Invite United Way speakers, and include United Way promotional items. Distribute pledge forms and campaign materials- people give when the idea is fresh in their minds.
- **Communications** Keep employees informed about the progress of your campaign and share the final results with them. Announce winners of contests, games and incentives to encourage more people to get involved. Create special displays to share United Way information and pledge forms. Put United Way information on your website. Share United Way information in your emails.
- **Games and Competitions** engage employees in team spirit, create awareness and motivate them to get involved.
- **Special Fundraising Events** keep everyone excited about your United Way campaign. Special activities are a great way to have fun and boost awareness about the Oshkosh Area United Way.
- **Donor Recognition** Recognition is important, so say thank you often. Announce the final campaign results and thank employees with a personal letter. Create awards or traveling trophies to keep in your company recognizing your highest donor. Create a poster with photos of your employees participating in fundraising activities. Run a thank-you letter in your company newsletter.
- **Give your campaign a theme!** Catch the Spirit, Join the Winning Team, United We Stand, United Way begins with "U", Building a Better Community, etc....

Food Fun:

1. Invite employees to participate in an office luncheon. Easy ideas include: Baked Potato Bar, Taco Bar, Pancake Breakfast
2. Bakeless Bake Sale- Send a letter to your staff along these lines:

“You are invited to NOT bake a cake, pie, cookies or brownies! You do NOT have to find a recipe, shop for ingredients, cook, cut or wrap! You do NOT have to wash dishes. You do NOT have to clean up the kitchen. You do not have to stand in the heat/cold/rain/snow to sell a baked product. You can simply write a check for \$10.00 to “Oshkosh Area United Way” and stay home enjoying the time to yourself or your family!”
3. Donut Days- Bring in donuts one day each week and serve with coffee or juice for a nominal cost.
4. Candy Kickoff- Hold a drawing for prizes, for every \$10.00 a person donates to Oshkosh Area United Way, they get a ticket for the drawing. Put a bowl of miniature chocolate bars in each office with notes attached describing some of the services and programs funded by United Way.
5. Create your own Willy Wonka and the Chocolate Factory- style “Golden Tickets” and place them inside chocolate bar wrappers. Use donated prizes and correspond a number inside the wrapper with each prize. Each person who returns a pledge form receives a candy bar.
6. Have a Chili Cook-off
7. Lunch and Learn- invite speakers from the Oshkosh Area United Way or partner agencies to come and share information about health and human services issues in our community.
8. Use a quirky holiday to raise money, for example, have a nacho bar in the lunchroom on November 6th- National Nachos Day. Or sell giant cookies on December 4th- National Cookie Day.
9. Have CEOs host a lunch for the department with the highest participation
10. Have an ice-cream social and charge by the scoop.

Fun and Games:

11. Bowling Tournament- Get a local bowling alley to reduce fees and charge employees the regular price with proceeds going to the United Way. Participants can also raise pledges for number of pins knocked down.
12. Variation of Pink Flamingos- Make cut-outs of flamingos and host a “flocking” by charging staff \$1.00 for a flamingo to “flock” to other offices.
13. VIP Carwash- Company VIPs wash employees cars for a donation to the Oshkosh Area United Way
14. Poster Coloring Contest for children and grandchildren of employees. Have the children draw pictures of people helping each other, or doing something to better their community. Have employees buy a vote for \$1.00 to choose the best pictures. Use the pictures to create a company calendar, and sell them as a fundraiser.
15. Have a mini-golf tournament at a local miniature golf course- or set one up in hallways or conference areas in your building.
16. Hold an auction- you can hold it online, silent, or make it a group activity.
17. Company Jail and Bail- Lock up a company volunteer, have him/her call co-workers to bail them out by completing a pledge form. They may be released when the bail (a certain number of pledge forms or a dollar amount) is reached.
18. Hold an employee carnival (make sure to have a dunk tank for executives!)
19. Balloon Pop- Have local businesses donate prizes. Before filling a balloon with helium, insert a note with the name of the prize. Employees purchase a balloon to pop.
20. Half and Half- Employees each donate a dollar to be kept in a container. Hold a drawing where the employee who wins keeps half the “pot” and United Way receives the other half.
21. Late Meeting Fees- Charge \$0.25 when an employee arrives late for a meeting.
22. Penny Wars- Have a container in each department to collect pennies for a week. The department who has the most pennies at the end of the week

wins a prize (donut day, casual day...)

23. Casino Night! Bingo, snacks, a few gaming tables, and you're set!
24. Bon Voyage Party- great for a victory celebration. Employees who have participated in the campaign get a passport to the party. Pick a destination (Italy, the mountains, a beach resort...) Serve themed food and make it feel like a vacation destination.
25. Mystery Package- Have employees bring a gift in a brown bag to be sold or auctioned off during lunch hour sight unseen. The gift should cost no more than a few dollars and be something interesting, humorous and/or useful.

Raffle Prize or Incentive Ideas:

- Preferred parking for a month
- Timber Rattlers, Wisconsin Herd, Milwaukee Brewers, Green Bay Packers or other sporting event tickets.
- Gift cards to local restaurants
- Fin n Feather Dinner Cruise, or Oshkosh On the Loos Cruise
- Gift certificates for golf or hotels in the area
- LIVE UNITED t-shirts (please call United Way ahead of time)
- Bonus vacation days
- Casual dress days
- Longer lunch period
- Movie passes
- Company product giveaways
- Department Lunch
- Oil change certificates
- "Sleep in Late" coupons
- Leave work early passes