

WORKPLACE CAMPAIGN BEST PRACTICE IDEAS



United Way of Martin County

Making your campaign fun is the best way to get people excited and engaged with the work of United Way. Here are some ideas to get you started.

PLAN A KICKOFF EVENT

A kick-off event is perfect for boosting excitement – the more spectacular and fun, the better! Advertise the kick-off via email, social media and on your company Intranet to get people pumped up about the fun to come. Get creative with your event, some companies have a breakfast or happy hour (food is always a draw) to kick-off their campaign. Including an agency speaker and a United Way representative is a great way to connect the campaign to the mission. This is also a great opportunity to communicate to employees the incentives and activities that will take place during your campaign.

OFFER INCENTIVES

Sometimes generosity needs a kick-start. In addition to United Way's campaign incentives, offering company-specific incentives is a great way to increase enthusiasm and participation, encourage prompt pledging and increase average gifts. Most importantly, tailor your message for your company. All gifts at any level are important and make a huge impact.

USING INCENTIVES TO MEET COMPANY GOAL, REGARDLESS OF SIZE.

HOURLY EMPLOYEES

- **Example company goal:**
Company reaches 50% participation
- **Example employee goal:**
Employee increasing gift to next giving level or new donors give \$5 per pay period
- **Incentive ideas:**
 - Special parking spot
 - Pizza party in the breakroom
 - United Way/ company swag
 - Gift cards
 - Movie tickets

SMALL BUSINESSES

- **Example company goal:**
100% Participation
- **Example employee goal:**
Increasing gift to next giving level.
- **Incentive ideas:**
 - Breakfast at the CEO house
 - Team outing event, such as bowling, golf, baseball game, movie etc.
 - Food Truck Friday
 - Extra vacation day
 - Come in late/ leave early pass

PROFESSIONAL FIRMS

- **Example company goal:**
Company meets campaign goal
- **Example employee goal:**
Donor increases gift to next giving level and/or turns in pledge card by a deadline
- **Incentive ideas:**
 - Extra vacation day
 - Casual/jeans Friday
 - Come in late/ leave early pass
 - Pie an executive in the face

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HOLD A SPECIAL EVENT OR CONTEST

Special events and contest raise awareness of your campaign, raise money on top of pledges, and, most importantly, contribute to a strong company culture. Be creative! Make sure your events are strategically scheduled throughout the campaign to build momentum and involve the team in planning and implementation. Most importantly, make it easy for employees at all levels to participate. Letting employees form and compete as teams also adds an element of fun. Don't forget to take pictures for use in communications and future campaigns. Here are some fun ideas:

Include an executive:

- Dunking booths
- Pie in the face
- Public shaving/no shave
- Jail and bail

Food Fundraisers:

- Pancake breakfast
- Bake sales
- Chili cook-off or dessert contest

Auction/Raffles

- Silent Auction/Live Auction
- Purchase raffle tickets to win items

Hold competitions or contests where the winning team receives raffle tickets for a drawing or prize:

- Scavenger hunts
- Trivia contests
- Baby picture guessing
- Halloween costume
- "Fear Factor" style game
- Employee Olympics
- Miniature golf around the office
- Darts
- Pumpkin carving
- Department "Family Feud"
- Penny Wars
- Department with most pledge cards turned in wins
- Kickball Tournament

Would you like to brainstorm about ideas to improve your campaign? Contact Elisabeth Glynn at eglynn@unitedwaymartin.org