



RECIPES FOR SUCCESS

Your United Way Campaign Cookbook For Planning Special Events

Companies that incorporate activities and special events into their United Way campaign see higher employee participation and higher average giving. It increases morale and gets people excited about giving back to their community.

Casual Day

Sell casual days to allow coworkers to dress casual on certain days. It can be a jeans day, silly hats or ties, crazy socks, or each person's favorite sports team. Or, have a Dress Up Day where employees can get all dressed up at home since this may be a nice change from going casual and they can show off their more formal attire.

Next-up Campaigns

Have employees post pictures to create awareness about the campaign and challenge their next colleague in a social/email post and tag them to do something.

Food Ideas

Food is a great motivator to encourage giving AND as a sign of appreciation. Have a pot luck lunch, special breakfast (decrease contact by making to-go meals), or pizza party. These meals can serve as a kickoff event, special event when you can charge a small donation, or as a reward for giving. Challenge departments to compete and reward the winner with a pizza party!

Make it virtual by having each work-from-home employee still pay a small donation, but cook a special breakfast for themselves. Then share all of the photos with each other to boast about your cooking skills.

You can also have a food truck come to your business where employees can eat outside and more easily maintain social distancing, or even have food delivered to an employee working from home.

Email Bingo

Sell bingo cards leading up to the day you'll hold email bingo. Throughout the day, send numbers via email at specified times. The first three to get bingo win a prize. Other virtual games include a spelling bee or trivia contests.

Drawings

Hold a drawing linked to when employees turn in their pledge forms. Turn in your form one week early and receive three tickets. Turn it in before the deadline and receive one ticket. You can offer all sorts of prizes such as an extra day or half-day off, longer lunch hour, company promotional items, and choice parking spaces.

Pet Photos

If most of your workforce is remote, ask them to share photos of themselves with their pet pals while working. You can run a contest for the cutest picture or just have fun with it sharing photos of your best friends.

Timely Treats

Reward donors that turn in their pledge forms early. Place a balloon on their desk (weighted down with candy kisses or Life Savers) with a note of thanks. This will encourage employees to turn in their pledge form early while recognizing individuals that have already given.

Virtual Events

Find opportunities to create virtual events: have a virtual silent auction with prizes like gift cards or lunch with the CEO, coordinate department quizzes and get-togethers, hold a photo contest on your intranet, host a virtual walk/run event or an outdoor yoga session. Engage employees even from a distance!

Wall of Fame

Put pictures on wall recognizing employees who have been contributing to the United Way Campaign for the most consecutive years. You can create an electronic version of this to email out as well.

Guess How Many

Guess the number of jellybeans, M& Ms, Hershey Kisses or other treat in a jar. People can buy chances to guess. Winner with closest guess receives the jar of treats. This can easily be done virtually and emailed/posted.



More Ways to Cook Up a Storm

Prizes and incentives provide a boost to your campaign while showing employees that they are appreciated. The number of ways an incentive can be used is limitless.

It's important to use incentives as a tool to increase employee participation or the average gift. What works for one company may not work in yours, so do what's appropriate. Ideas include:

- Time off: an extra vacation day, half-day, sleep in late, call in "well" day, 2-hour lunch break, etc.
- Prime parking spaces, perhaps with a sign saying "United Way Winner" or the CEO's spot for a week.
- Lunch with the CEO, off-site and they pay!
- Gift certificates to stores, restaurants, spas, salons.
- Jeans on Friday during the campaign.
- Promotional items from your own company.
- Gifts from the United Way Store – www.unitedwaystore.com.

Early bird drawings can be used to motivate employees to turn in their pledge forms by a specified date (Return your completed pledge form by [date] to be entered to win a prize). Or use them to increase their gift (Employees that increase their donation by [amount or percentage] will be entered to win a prize).