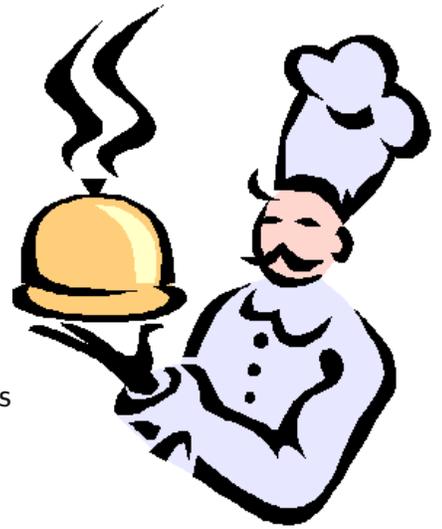


# Recipes for Success!

## Your United Way Campaign Cookbook For Planning Special Events



Companies that incorporate “fun-raisers” 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.

### Agency Site Visits

The best way for your donors, and potential donors, is to see how their gifts are being used in the community. Take them on a trip to visit several of the health and human service programs supported by contributions to United Way. Do this before your workplace campaign so people have a better understanding of how United Way works and be more likely to increase their donation. Contact United Way staff to schedule your tours.

### Chefs R Us

Have your top executives serve as “chefs” at a kick-off barbecue, or they can put on aprons for a pancake breakfast, burger cookout, chili cook-off contest, bake-off, or ice cream social.

### Potluck Lunch

Ask your co-workers to sign up to bring in a dish for a lunchtime potluck. Charge employees \$3-5 each to sample from the wide variety of food items.

### Coin Wars

Each department starts with a huge empty water bottle. Employees drop their spare dimes, nickels and pennies into the bottle. These coins are counted as “positive.” A quarter counts as “negative.” Employees may sabotage another department by dropping a quarter into their opponent’s bottle (which, in the end, is a good thing because that means more money is donated!). At the conclusion of the campaign, both positive and negative coins are counted, and the department with the most money raised wins.

### Baby Photo Matching Contest

Invite employees to try their luck at matching baby pictures of their co-workers with the correct name. Employees can pay \$2 to play, and give a prize to the employee with the most correct answers.

### Ice Cream Social

This is a great event for the warmer summer months. Ask employees for a \$2 donation and they can sample a variety of delicious cold treats. Or try to get ice cream donated and use this as your “thank you” event for donors.

### 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 off, choice parking spaces, gift certificates to a restaurant, or a weekend stay at a vacation home.

### Bake or Craft Sale

Ask employees to donate their favorite baked items or crafts and hold a company-wide sale. It’s an easy way for employees to contribute to the campaign and gives them a chance to share their hobbies and special talents. All proceeds go to the campaign.

## 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.

## Chili Cook-off

Employees cook their favorite chili recipe and co-workers pay for lunch and to choose the best tasting recipe. You can have prizes for first, second, and third place. This event is also a great way to kick off the campaign.

## Halloween Pumpkin Carving Contest

Find the most creative sculptors in your company by holding a pumpkin carving contest. Find a local business willing to donate pumpkins and charge employees \$5 to enter. Co-workers vote for the best carving jobs. Award prizes in categories like Best Traditional Pumpkin, Funniest, and Scariest.

## Casual Day Stickers

Sell Casual Day stickers that employees can buy to allow them to dress casual on certain days. Stickers may designate certain casual days to encourage employees to show their wild side such as Silly Hat Day, Crazy Sock Day, or Sports Team Day (this one works especially well to coincide with the start of the NFL season).

# Prizes & Incentives

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 at your workplace. 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!
- Free oil changes, gas cards, or car wash gift certificates.
- Gift certificates to stores, restaurants, spas, salons. Ask local businesses to donate them.
- Lottery tickets.
- Free night at a local hotel for a mini-getaway.
- Tickets to a sporting or music event.
- Jeans on Friday during the campaign.
- Promotional items from your own company.
- Movie tickets.
- Gifts from the United Way Store – [www.unitedwaystore.com](http://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).

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