

IDEAS TO MAKE YOUR CAMPAIGN FUN

Sample Themes (other than our personal favorite, “LIVE UNITED”)

- ✓ ESPN: Everyone Should Participate Now (sports theme with pep rallies, tailgate lunches, hallway games, employee sports dress)
- ✓ United Way High (cafeteria lunch, yearbooks, pop quizzes, grade competitions)
- ✓ Superheroes: Be a hometown hero by supporting United Way
- ✓ Legos: “Building our Community Together”
- ✓ Rockin’ and Raisin’: (Rock and Roll)
- ✓ Wii LIVE UNITED (use Nintendo Wii competitions)
- ✓ Cruise: Get on Board with United Way

Food-Related Activities

- ✓ “Collaboration Salad” lunch
- ✓ Barbeque
- ✓ Chili cook-off
- ✓ Progressive breakfast or lunch
- ✓ Pancake breakfast
- ✓ Ice cream social
- ✓ Breakfast sales (bagels or doughnuts)
- ✓ Lunch box auction
- ✓ Popcorn
- ✓ Pizza lunch
- ✓ Ballpark food
- ✓ Company picnic
- ✓ Potluck lunch

Incentives

- ✓ Time-off from work
- ✓ Reserved/covered parking
- ✓ Tickets to games/movies/special events
- ✓ Gift Certificates
- ✓ Drawing for HD TV
- ✓ Company products
- ✓ Dinner for two/hotel getaways
- ✓ Snooze or Cruise pass (come in late or leave early)
- ✓ Extra ½ hour for lunch
- ✓ United Way items

Special Events

- ✓ LIVE UNITED Week
- ✓ In-office Miniature Golf
- ✓ Match pet pictures with owners
- ✓ Tricycle Races
- ✓ Coloring Contest for Kids
- ✓ Cubicle Decorating Contest
- ✓ Auction for Sports Tickets
- ✓ “Casual Day” for United Way
- ✓ “Dress Up Day” for United Way
- ✓ Outrageous United Way Olympics
- ✓ Car Wash
- ✓ Executive Dunk Tank
- ✓ T-shirt sales
- ✓ United Way Jeopardy
- ✓ Penny War