



Merrill Area
UNITED WAY

CAMPAIGN IDEA BOOK

The mission of Merrill Area United Way is to mobilize our community so the health, welfare and education needs of all people are met with the ultimate goal being to improve their quality of life.

GET STARTED

We've put together a few ideas to help you get started. Remember, your workplace culture is unique, and your United Way workplace campaign can be tailored to match your company's goals, philanthropic focus, time and resources. Get creative with themes, events, & incentives. If you need assistance, please contact us at director@merrillareaunderway.org. We want your campaign to be a fun and successful experience!

THEMES

Themed campaigns can help engage more employees by centering the focus around one common idea. Themes can be used to boost enthusiasm, capture potential donors' attention, or to add an educational value to your campaign.

Office Olympics: Host an unforgettable Office Olympics theme party that brings out the competitive spirit in a fun and engaging way! Transform your workspace into an Olympic arena, complete with desk chair races, paper toss competitions, and team-building relays. Encourage employees to form teams, dress in their favorite athletic gear, and compete for medals and prizes. The Office Olympics is a fantastic opportunity to boost morale, foster teamwork, and create lasting memories. With a mix of lighthearted competition and camaraderie, this event is sure to energize your team and make your campaign truly memorable. Let the games begin!

Back-to-School: Experience the nostalgia of school days (without the assignments) by hosting a school-themed event. Gather school supplies for a charitable organization and organize a spelling bee. Participants must spell correctly or their team pays a small penalty. The victorious team earns a prize. Alternatively, send out pop quizzes via email, rewarding the top scorers with prizes.

Pick a Decade: Encourage employees to dress up in their favorite decade and bring in old music, clothes, shoes, and items to see who has the oldest piece of memorabilia. Prizes could be awarded for the oldest item and the most creative outfit. Arrange for a restaurant to cater food and drinks, and organize an ice cream sundae eating contest. Play oldies music in the background and screen classic movies.

Movie Themes: Have employees dress up as their favorite characters from movies or television shows. Incorporate a game of “guess who”. Employees can win prizes for guessing the right character. Use movie plots or famous lines for promotional flyers and e-mails to drum up excitement.

Carnival: Kick off the event with a carnival-themed party. Employees can participate in traditional carnival games such as the egg/ spoon race, ring toss and ducky race. Provide cotton candy and popcorn to the winners. Have an executive dunking booth. Have a balloon making contest; each employee can make a balloon animal and other employees will vote for their favorite. Invite a facepainter to paint employees’ faces with United Way colors and logos.

OTHER THEMES:

- Beach Party
- Cultural Festival
- Superhero Day
- Potluck/Cookoff
- Holiday Theme
- Trivia Scavenger Hunt
- Food Truck Fun



SPECIAL EVENTS

United Way Trivia: work with United Way staff to create a trivia game that employees can participate in each day.

Grill Out for United Way: host a BBQ and grill up some burgers and brats for your employees.

Corn Hole/Bags: host a corn hole/bags tournament. Employees can buy in to participate on teams.

Cooking Contest or Bake Sale: employees can enter their best salsa/chili/soup/etc. recipe and face off to see who comes out on top!

Decorate your Door/Cubicle: decorate your door/cubicle with a United Way theme. Winner wins a prize!

Treasure Hunt: Campaign coordinators hide clues around the office for employees to find in their free time.

Hole in One for United Way: hold a putting contest for employees.

Jeans Day: Keep it simple! Employees pay a fee to wear jeans for day. Fees are donated to Merrill Area United Way.

Cutest Pet: Ask people to submit a picture of their pet for a small donation. Post the pictures to your intranet or send an email and allow everyone to vote.

Pie in the Face: Have staff donate \$1, \$2, \$3 or an amount of their choice to vote for the director they want to see pied in the face. Collect votes for one to two weeks and have a fun event where the director with the most votes gets a pie to the face.

Silent Auction: Ask vendors to donate items, ask employees to donate handmade items, solicit gift certificates from local restaurants, etc. Put the items on display online or in a prominent location. At a designated time, close the bidding. Then let employees know of the highest bid and continue the auction with one hour left to outbid it to win it.

Executive Car Wash: Execs agree to wash cars for donations to Merrill Area United Way.

Premium parking space: raffle 12 times - one per month.

INCENTIVES

Extra Time Off: Provide additional vacation days or half-days as incentives for reaching campaign goals.

Volunteer Time: Provide Volunteer Time Off (VTO) or additional VTO to tour and help a United Way partner nonprofit.

Recognition Awards: Present awards or certificates to top contributors or teams, acknowledging their generosity and efforts.

Charity Matching: Match employee donations to the United Way with a company contribution, amplifying the impact.

Lunch: Provide a special lunch to all employees.

Office Parties: Host a celebration or themed party for reaching fundraising milestones, complete with food, games, and entertainment.

RECOGNITION

We encourage you to acknowledge your employees' contributions. Even a simple, but heartfelt "thank you" helps establish a foundation for ongoing communication and future campaigns. Keep it simple or get creative and think outside the box—there are many meaningful ways to convey your thanks on behalf of those who benefit from the Merrill Area United Way campaign.

- Recognition and thanks on company intranet or via staff communications
- Cupcakes or treats to say "thanks" at the end of your campaign
- Purchase thank you items from United Way store to show appreciation
- Handwritten personal thank you notes
- Recognition certificates
- Share impact of your employee campaign on the community
- Publicize your campaign results in local newspaper and/or through social media

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