

ACTIVITIES, GAMES & INCENTIVES QUICK GUIDE

UNITED WAY CAMPAIGN

Create excitement around your United Way campaign by adding activities, games and incentives. Not only can they raise additional money to help reach your goal, but they are also instrumental in team development.

For a successful and memorable campaign, check out our ideas below.

HOW TO USE ACTIVITIES, GAMES & INCENTIVES

- Get employees to attend a United Way meeting through a reward.
- Reward employees for turning in a pledge card. For example, use a certain date (or at the kickoff meeting) to make it time-limited.
- Encourage employees to contribute (without making a direct pledge).
- Encourage employees to participate in company United Way activities.
- Recognize major contributors, new contributors or Leadership Givers.
- Celebrate campaign achievements (dollars raised, participation rate, number of pledge cards completed).
- Recognize and reward in-house campaign volunteers.

ACTIVITIES

Themes

Make your campaign fun for your coworkers with a theme that resonates with your company's culture. Need some ideas? Try one of these:

- We Love the 80s (or any other decade): Have a karaoke machine at your rally or organize an outfit contest.
- Be a Superhero: Organize volunteer projects that make your coworkers feel like real-life superheroes.
- Meet Me in St. Louis: Host a lunch featuring foods unique to St. Louis, such as toasted ravioli and gooey butter cake.

Thank-you grams

Make special recognition forms and sell them to employees to say thanks to a fellow employee. Charge extra to send it anonymously. It's always great to feel appreciated for the work you do!

Snack station

Set up a build-your-own sundae, taco, hot dog, nacho or soft pretzel bar and ask employees for donations to add their favorite toppings or charge a small fee for the snack.

GAMES

United Way crossword

Help your coworkers get to know United Way with a game (and who doesn't like a little bit of challenge). Whoever turns the crossword in can get a free treat – we suggest candy! Check out this free tool: <https://www.puzzle-maker.com/CW>

Mini golf

Create a small golf course in the parking lot of your organization and use child-size clubs. The lowest score will take home a surprise (coupon, gift card, etc.). Employees email their interest, pay a nominal fee. Not a golf lover? Ping pong, pool, darts, or any other parlor game tournaments are great also.

INCENTIVES

No cost or low-cost incentives:

- Brag board: Post the names of the overall top giver, early-bird giver, biggest gift increase, etc.
- Double their breaks: If employees normally get a 30-minute lunch, make it an hour.
- Create a holiday: Set a goal for participation (ex. 80% company participation). If that goal is reached, a day off will be awarded to the company.
- Jersey Day: Wear your favorite sports team jersey.
- Coupons/gift cards for company cafeteria
- Company coupons: Casual Friday (wear jeans), Flee @ 3 (leave work early), Call in Well (day off), Sleep in (arrive late).
- Prime parking space

Pro tip: Several million-dollar companies found that the most successful incentives were days off and networking opportunities.

Mid-cost to high-cost incentives:

- Pizza party or movie break for top-giving teams
- Corporate match
- Use of company suite at event
- Movie/play/sporting event tickets

HAVE OTHER IDEAS? WE WOULD LOVE YOUR INPUT. FILL OUT OUR SURVEY.

All United Way campaign materials are available for download at [HelpingPeople.org/campaign-hq](https://www.HelpingPeople.org/campaign-hq).