

ACTIVITIES & INCENTIVES QUICK GUIDE

Activities, games and incentives are your opportunity to add a little something extra to your campaign. Not only can they raise additional money, but also they can be instrumental in team development, creating excitement and educating employees about United Way. Let your committee's imaginations run wild, or use our ideas below to make your campaign memorable, exciting and successful.

ACTIVITY IDEAS

Including activities is a good way to generate enthusiasm, employee participation and additional dollars for your campaign. You can pair these up with a campaign theme or use them on their own.

- Themes: Using a campaign theme is a great way to tie your campaign together. Themes can also generate excitement and team building in your organization. Some ideas include:
 - 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 to help your co-workers feel like superheroes.
 - Vegas: Set up casino night games or cubicle decorating contests.
 - Meet me in St. Louis: Host a lunch featuring foods unique to St. Louis, such as toasted ravioli and gooey butter cake or a trivia night to test co-workers' knowledge of our city.
- Relaxation day: Bring in a massage therapist.
- Chili cook-off
- Themed gift basket raffles
- Compliment Grams: Make up special recognition forms and sell them to employees as a way to give a compliment or say thanks to a fellow employee. Charge \$1 per compliment (\$2 if they wish to do so anonymously).
- Charge late fees: Anyone who shows up late to a meeting pays a "fee" to United Way.
- "Bring in the dough" baking competition: Employees donate \$1 to cast their vote for their favorite treat.
- Ugly tie contest
- Brown bag lunch: Encourage employees to bring their lunch to work one day and then donate the money they would have spent had they gone out to lunch.
- 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.

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GAMES

- United Way trivia, crossword or bingo
- Agency or Not: Employees put the \$1 on their heads if they think it's a United Way agency or put it on their tails if they think it is not. Collect the \$1 if people guess wrong, until there is one winner.
- Website scavenger hunt with questions about United Way
- Putting contest: Pay to play.
- Mini Golf: Create a two-hole course in a conference room to test the skills of your employees. The lowest score (which may be decided by a tiebreaker) will take home a tacky sports coat. Interested employees return an entry form, pay a nominal fee and bring a putter the day of the event. A variation would be to create a small golf course in the parking lot of your organization and use child-size clubs.
- Ping pong, pool, darts or other parlor games tournament
- Baby picture contest: Employees provide a baby photo of themselves, and staff guess who is who, paying per guess. The person with the most correct guesses wins a prize. This could also be done with pet photos.
- Flamingos: Employees or departments may pay a nominal amount, and the obnoxious birds will appear in their choice of department or office. The only way to remove the birds is to pay a "flamingo removal fee." They may then choose to relocate the birds. People may also purchase "flamingo insurance" to prevent them from landing in their office.

INCENTIVES

Incentivize employees in a variety of ways:

- By individual participation: Anyone who attends a rally is entered to win a door prize or drawing.
- By timeframe: Anyone who contributes by a certain day is eligible for a prize/drawing.
- By increase: Anyone who increases their gift over the previous year by ___% is eligible for a prize.
- By gift level: Anyone who gives ___ dollars or more is entered into a special drawing.
- By company goal: If the company achieves ___% participation, employees can wear jeans on Friday.

Incentives are flexible to any organization and any budget. Some incentives to consider:

- Pizza party or movie break for top-giving teams
- Corporate match
- Use of company suite at event
- Company coupons: Casual Friday (wear jeans), Flee @ 3 (leave work early), Call in Well (day off), Sleep in (arrive late)
- Prime parking space
- Movie/play/sporting event tickets
- Coupons/gift cards for company cafeteria
- Jersey Day: Wear your favorite sports team jersey.
- Double their breaks: If employees normally get a 30-minute lunch, make it an hour.
- Create a holiday: The top-giving person or team creates a random holiday of their choice to take off.
- Brag board: Post the names of the overall top giver, early bird giver, biggest gift increase, etc.

A variety of other resources and United Way campaign materials are available for download at HelpingPeople.org/campaign-hq.