

THE LITTLE BOOK OF

# BIG

CAMPAIGN

# IDEAS



## Low or No Cost Events

### Desert Cart/Bakery Cart

Wheel a cart of bagels, doughnuts, Danishes, cookies, brownies etc. through the office, collecting United Way donations in exchange for the goodies. Everyone wants something sweet after lunch.

### Craft and Bake Sales

This popular activity gives everyone a change to share their hobbies and special baking talents. All the items are donated, and sales go to the Campaign.



### Chili Cook-Off Contest

Employees cook their favorite recipe and enter it into a cook-off contest. A panel of “chili experts” selects the Official Chili Champion. Talk to a hotel representative about donating a weekend stay at their hotel for the winner.

### Balloon Pop

Employees donate prizes for this event – a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of the prize. Employees pay \$1-\$5 to buy a balloon and pop it to find out what prize they’ve won.

### Department Penny Wars

Each department is designated a jar. Employees are encouraged to fill their own department’s jar with pennies, each equaling one point. Opposing departments may then add other coins to their jars that are equal to their value only negative (ex. A dime is minus 10 points). The department with the most positive points at the end of the week is awarded a prize.



### Employee Cookbook

Collect and group recipes into a customized cookbook. Employees’ children create illustrations for the cookbook, including cover. If possible, print and bind books by a local business, pro bono. This event has been so popular that some organizations have not been able to fill all requests. You set the price!



### Employee Raffle

Ask employees to contribute something special for a raffle prize:

- Homemade pies
- One-day vacation
- Lunch with a co-worker
- Prizes donated by vendors
- Car Wash
- Tickets to a special event
- Employee Parking Spot

Employees make contribution using pledge forms.

Employees turning in pledge forms early receive three raffle tickets. Employees turning in pledge forms after the “early” date, but before the Campaign’s final event, receive one raffle ticket. Employees who make a certain dollar pledge receive two additional raffle tickets.

### Pumpkin Carving or Decorating Contest

Plan a Halloween theme and hold a pumpkin carving contest. Find a local business willing to donate pumpkins for your organization to sell to your employees. Employees buy pumpkins for their families, their staff, or to use in the contest. Employees enter carved or decorated pumpkins individually or by group. Charge \$5 to enter and \$1 to vote. Award prizes in various categories. Examples:

- Best traditional pumpkin
- Most creative pumpkin
- Best effort by a group
- Best effort by an individual

### Bingo

Sell bingo cards for employees to purchase. Get local stores to donate prizes for all winners.

### Ugly Lamp

Have employees decorate a lamp and make it as ugly as possible. Employees will have to pay \$5 to have it removed from their desk and be able to put it on another co-worker’s desk.

### Top Chef

Blind-fold participants and have them name spices, and unusual foods such as pickled pigs feet. Place your bet on the co-worker you think will have the best chance of winning.

## Low or No Cost Events

### Silent Auction

Gather gift items and create bid sheets, being certain to provide a minimum bid for each item. Put together a book that shows all items so that everyone is able to see the items available. Tap on employee's talents and resources for themed baskets.

### Flowers

Work with a local florist to donate flowers that employees buy for \$2 to send to co-workers or bring home for a special someone. For a special touch have a couple of employees deliver the flowers in tuxedos.

### Tricycle Races

Create teams with three or four riders. Teams are named and publicized in advance, allowing employees to make pledges or bets on the winning team. Team members ride large tricycles (rent or arrange to borrow from a cooperating store) through a predetermined course throughout the office or outside. Have the course marked with signs or tape on the floor. Fans are able to watch and cheer from different areas. The race is designed as a relay. Team members pass off a flag, pinwheel, teddy bear or similar item to their succeeding team member. Remember to take pictures for the company bulletin board or newsletter.



### Spelling Bee

Hold an event during staff meetings or over lunch. Contestants pay a \$5 entry fee. Gallery observers place \$1 wagers on their favorite participants. The winner walks away with the coveted "Who Needs Spell Check" award.

### Pie in the Face

Employee pays \$5 for a pie to be thrown in the face of the Executive of their choice.

### Name that Tune

Employees pay \$5 to participate. Contestants then go up against each other to test their knowledge of songs.

### Walking Taco

Set up a cart with taco ingredients and have an employee push around during lunch time for people to purchase and make their own tacos. Or use a bag of Fritos and place meat and toppings in the bag. Great for people that don't have a long lunch break.

### Sports Team Day

Have employees pay \$1 (your choice) to be able to wear their favorite sports team apparel.

### Slipper or Shorts Day

Have employees pay \$1 (your choice) to be able to wear their slippers or shorts to work. This is great for employees working in a call center.

### Jeans Day

Have employees pay \$1 (your choice) to be able to wear jeans to work for one day. \$5 if they want to wear jeans for a week.

### Push Up Contest

Ever want to find out who the strongest person in the office is? Contestants pay a \$5 entry fee. Observers pay \$1 to wager one who they think will do the most push ups. The winner is the one that does the most push ups.

### Jump Rope Contest

Contestants pay \$5 entry fee. Observers pay \$1 to wager on who they think will last the longest jumping rope. The winner is the one who last the longest with out messing up.

### Talent Show

Put on a talent show during lunch time. Have contestants pay \$5 entry fee. Observers pay \$1 to attend the show. Make sure to have a panel of judges.

### Karaoke

Employees pay to vote on the Executive they want to sing karaoke. If the executive does not want to sing they can pay a fee to pass the task to someone else.

## Low or No Cost Events

### Lunch Box Auction

Have each participating employee pack a special lunch. Encourage them to get creative and make deluxe sandwiches or wraps. Include delicious treats like brownies or chocolate chip cookies. Auction the lunches before lunch.

### Popcorn Sales

Sell popcorn to employees. Who can resist the smell of fresh popcorn popping?

### Egg Baby

A single egg is given to each staff member who must treat the egg with attention and care. They may choose to keep the baby all day long or pass it to another person for a babysitting charge of \$2. If dropped, a \$5 hospital fee is charged.

### Cake Walk

Have employees bake cakes and hold a cake walk for a fee.

### Sucker for a Buck

Pay \$1 and get a sucker and a prize that goes with it (color code the bottom of the sucker; certain color, certain prize).

### Order Up!

Take orders for lunch for an area restaurant, pick up the food for them but charge a fee for delivery.

### Paper Horse Race

Employees purchase a paper horse name and decorate it and each day they receive one draw and the horse moves based on the draw. If an employee didn't like a draw they could purchase a new draw. Limit redraws to one per day if you would like the game to last longer than a day.

### Pick and Egg, Any Egg

Fill plastic eggs with prizes or cash, charge for the opportunity to play. Prizes could be "bad eggs" too that require employees to do weird things such as sing a song to a co-worker, help empty trash cans, wipe down door knobs, etc. Giving everyone candy for participating helps keep them happy even if they get the bad egg!

### Best Foot forward

### Signature Badges

The company creates a signature badge that employees who contribute can use in their email signature.

Line up senior managers and/or other employees for some unique mug shots – shoes only! Hold a contest before your campaign kicks off to see if employees can figure out who's who.

### Dancing for Donors

Guaranteed if you go looking for people who are crazy enough to dance in public...you'll find them. Organize a Hawaiian dance-a-thon with cheap grass skirts and props. The employee must keep dancing until he/she has received at least X amount of donors giving in their name. Each person drops out as they have people come up to sign-up meeting their goal. This isn't so much about the amount as it is participation.

### Burst My Bubble for a Buck

Employees compete to see who can blow the biggest bubble. All you provide is the sugary bubble gum, an audience and judge. To compete they pay \$1 and the winner gets all the remaining gum and bragging rights.



### Balloon Battle

Things getting a little too hot? Hold a lunch time, shift change, or end of week water balloon battle. Pay to play. No room for a battle? Hook up with another company and make it a real competition. Forms teams, develop creative launchers for long range contests (perfect for your engineering folks) and use basically the same rules as dodge ball for the hand-to-hand combat. Winners get tickets to Carowinds water park, cases of drinks, weekend beach trip or anything to do with water.

## Major Events

### Flashback Carnival

Invite employees to an old-fashioned carnival, complete with cake walks; bake sale, bubble blowing and 50 cent hotdogs. Hold a hoola-hop contest and hoop shoot to really give it that flashback flavor. Set up a dunk tank with all your dunkable executives (charge \$3 for three balls). Throw pies at all your favorite executives. Bean bag toss, \$1 for 3 throws. Charge participants a fee to enter the contests.

### CEO/Executive Car Wash

Employees donate \$5 to have their car washed at high noon by the “boss” in business clothing. Charge extra for special services like cleaning the interior or polishing the rims. Charge for pictures of the employees and the boss washing their car.

### Pot Luck Luncheon

Participating employees bring a hot-dish, appetizer, salad, side, dessert, etc to be shared. Paper products are also needed at this event. There is no sign up for this event. Items brought are completely random. Employees pay \$5 to fill their plate and sample everything in the room.



### International Food Day

Employees’ team together to create tasty treats from around the world. Employees decorate their own booths/tables and dress in appropriate costumes. Hold the event over the lunch hour, allowing employees to purchase tickets redeemable for food at the booths. A panel of “celebrity” judges awards prizes.

### Casino Night

What are the ingredients for a successful Casino Night?

- A few Blackjack tables
- A Roulette wheel
- A Poker table or two
- One Bingo table
- Food and drinks

Invite employees and their families. Local businesses can donate prizes and items for winners. Many party rental stores have gaming tables that give casino night a real Vegas-like experience.

### Golf Tournament

Organizing a regular charity golf tournament is a daunting task, but there are only two really critical things you have to do to make one a success. Recruit a tournament organizing committee that has a big fat collective Rolodex! You need people to help you that know lots of people who can help and aren't afraid to ask them to do so. Trust the golf pro at the golf course you hire for direction in planning. United Way Suncoast has lots of experience with charity golf tournaments and your Relationship Manager can assist you.

### Run for a Cause

Healthy lifestyles are in! Organize a “Walk or Roll”, “A Stroll or roll” or fun run. People pay to enter or get sponsors in their name. You can incorporate 50/50 drawings and a multitude of other ideas.

Consider using a local greenway or if you’re lucky corporate parking area too.

United Way can assist with your publicity on social media and radio.

### Recycle and Re-Use

Do you already have a company picnic, banquet or event planned? Turn your annual event into a United Way event without much trouble. United Way can supply signs, backdrops and other easy to use props to help make a big impact.

