

United Way of Johnson & Washington Counties Employee Campaign Special Events



2021-22 LIVE UNITED Campaign

BACK TO THE CLASSICS –AND DID WE EVER MISS THEM!- IN-PERSON SPECIAL EVENTS

NEW IDEAS

NEW: ON A CLEAR DAY: Company executives and committee members wash every car window shield in the parking lot and attach a balloon with a flier explaining that they want everyone to have a “clear” picture of what United Way does for the community.

NEW: PUT YOUR BEST FOOD FORWARD: Employees are asked to wear a crazy pair of shoes and enjoy a wild and crazy lunch. Menu to feature FOOT-long hot dogs, SHOESTRING potatoes, CORN chips, ARCHway cookies, and SOFT SHOE drinks. What better music to accompany the event than “sole” music - “Blue Suede Shoes”, “These Boots are Made for Walking”, etc. Thank you cards to employees can be tied with a shoelace and read “Thanks for helping us tie up our United Way drive by putting yourself in the “shoes” of those less fortunate than ourselves.”

NEW: TUNE INTO THE COMMUNITY: Music is a great way to get everyone moving to the United Way beat. Hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musicians. Sell employees’ old CDs. Hold a musical talent show. Organize a sock hop. Raffle off stereos or CDs.

NEW: BE A LIFESAVER: Have some fun, beach style! Sand, sunglasses, beach balls, and The Beach Boys music make your office feel like you are on the beach. Employees who donate are awarded life preserver vests or blow up swimming rings to wear at the next meeting and lifesaver candies in their offices.

NEW: BON VOYAGE: With a traveling theme, you can host a “bon voyage” party as a victory celebration. Everyone who gives through United Way gets a “passport” to get into the party. Top contributors will be put into a drawing to win a prize, possibly donated from a travel agency or cruise line.

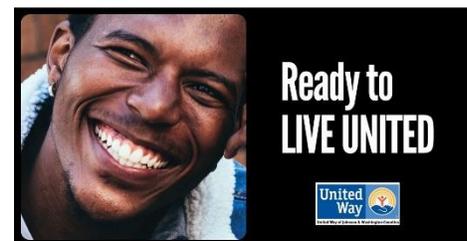
NEW: IN HOT PURSUIT OF COOL MILLIONS: Campaigners dress up as spies wearing trench coats and carrying magnifying glasses. Pass out United Way informative messages in code and offer a prize for the employees who can decode the messages.

NEW: EXOTIC LOCALES: Whether you transform your campaign into a Hawaiian luau, African safari, or the Australian outback, employees are sure to have a wild time. Encourage staff and volunteers to dress the part of the chosen location. Host a lunch with theme-related food. Organize a scavenger hunt or hula hoop contest.

NEW: WHOSE LEGS ARE THOSE?: Line up co-workers for mug shots of their legs in Bermuda shorts, legs only. Encourage employees to pay a small fee (\$1) to guess whose legs belong to which co-workers.

NEW: UNITED WAY JINGLE CONTEST: Employees write jingles for United Way. There is a \$5 entry fee and voting fee for the best jingles.

NEW: DONATE TO OUR STUFF ETC ACCOUNT: This is an easy program to help increase support & clean out your house. Anyone can donate their gently used, unwanted items to our Stuff Etc. charitable account and proceeds for the sales will be automatically entered into our account.



United Way of Johnson & Washington Counties Employee Campaign Special Events Continued



NEW: CHILDREN'S DRAWING CONTEST: Give employees "official photographs" of one or two top executives to take home for their children to draw. OR Have children draw what "helping others" means to them. The contest is limited to children under 12 who are related to any employee. Employees vote for the best drawing by paying \$1 per vote. Give prizes to all participants. Display winning portraits as part of the organization's permanent art collection. A variation of this event is employees submit photography, drawings, paintings, poetry, or collages depicting people helping people.

NEW: TEAM CHIA PET CONTEST: Employees divide into teams. Each team is given a Chia Pet, which they care for. The Chia's hair may be cut, primped, and styles. Prizes awarded for: fullest growth, longest single sprout, and most original.

NEW: GOLF ANYONE: Host a mini golf design competition. Have multiple teams design a themed mini golf hole then encourage employees to pay for a round of golf. Participants can vote on awards for most creative, most challenging and/or most detailed.

NEW: COUPON SALES: Print and sell United Way Branded Call In Well, Flee at 3, Begin at 10, Get Out of Meetings Free, or Bad Hair Day coupons for a donated dollar amount.

NEW: HALLOWEEN PUMPKIN CARVING 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 to use in the contest. Charge \$5 to enter and \$1 per vote. Award prizes for various categories; best traditional, most creative, best effort by the group, best effort by an individual. Throw a party to end your campaign.

NEW: TRICK OR TREAT: Appeal to your employees' sweet tooth. Take advantage of Halloween and bring a "treat" for those who participate in the campaign. Display an apothecary jar filled with candy corn in the lunchroom for employees to guess the number of pieces in the jar. The winner receives the jar of candy corn.

NEW: HOLIDAY COOKIE SALE: Call bakeries for cookie bids. Determine the cost and selling price. (Charge \$1.00 or more per dozen above the cost.) Make sure the bakery provides you with packages in dozens. Have a sign-up sheet to take pre-orders. Selling hints: they make great gifts, saves time from baking and buying at the store. Order, then have the committee pick up cookies in the morning and deliver treats to work.

NEW: ORNAMENT RAFFLE: Buy or have donated an artificial tree or display. Employees bring in ornaments, either purchased or handmade. Raffle them off or hold a silent auction for each ornament.

NEW: DOOR/CUBICAL DECORATING CONTEST: Employees can have fun decorating their departments for Halloween while they fundraise. Votes for the best decorations could be cast for \$1 per vote. The decorators of the winning space could receive a special prize.

NEW: HOLIDAYS: Tying your campaign to a holiday (Labor Day, Halloween, Thanksgiving, etc.) is an easy way to make United Way relevant to employees. Get them involved in a project such as a pumpkin carving contest, Thanksgiving potluck luncheon, or executive auction (employees bid on executives to swap job responsibilities for an hour or half a day). Hold a Halloween costume contest. Serve a Thanksgiving luncheon at a United Way agency.

NEW: SELL SOME MERCH: Create a co-branded campaign t-shirt, koozie, or other merchandise with your company logo and United Way of Johnson & Washington Counties logo. Sell merchandise with a markup for a donation.

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IN-PERSON SPECIAL EVENTS THAT ARE OLD FAVORITIES!

TAILGATE PARTY: Hold a pay-per-plate cookout during lunch. Cook brats, burgers, and hot dogs with condiments. Have chips, pretzels, soda, and other tailgating items.

CHILI COOK-OFF: Participants pay to enter their chili into the contest. Choose judges and determine prizes for 1st, 2nd, and 3rd place. After judging, employees can pay to sample each chili. Remember to supply cheese, sour cream, crackers, TUMS, etc.

SPARE CHANGE JARS: Place empty jars near vending machines or gathering places. Ask employees to deposit spare change throughout the year for United Way. This can be a competition between departments.

SPELLING BEE Hold a spelling bee and charge an entry fee. Have galley observers place bets on their favorite participants.

HAUNTED CUBICLE: Offer the opportunity to “lease” an empty office or cubicle space that employee teams can decorate. On the final day of the campaign, have employees vote on the best cubicle space by donating to the one they like the most.

OFFICE OLYMPICS: Have a plaque, medal, or stuffed animal as an incentive for the department that wins the highest per capita giving an award or raises the most money at a particular fundraiser. They keep said item until next year’s campaign.

EXECUTIVE DUNK TANK: Pay per ball for a chance to dunk your boss or pay a higher fee to walk up and press the “dunk” button. Participants pay extra to add a bag of ice to the dunk tank water.

EMPLOYEE 5K FUN RUN: Have employees and family members participate in an informal 5k run/walk and charge a fee with all proceeds going to your campaign.

VIRTUAL OR IN-PERSON SPECIAL EVENTS-MIXING IT UP!

BABY PHOTOS: Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!



CANDY COUNT: Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!

CHARCUTERIE/CHEESEBOARD WORKSHOP: Sell tickets for a culinary adventure walking each participant through creating their cheese/charcuterie board and pairing food with wine. Give tips on portioning, picking the perfect cheeses, recommendations for pairing complementary textures and flavors. Take pictures and vote on whose board looks the most delicious. Do not forget seasonal ingredients!

COMPANY “CRIBS”: Charge a donation for a virtual or in-person tour of coworkers’ homes, gardens, cool office set-ups, blinged-out BBQ areas, or interesting collections.

COMPLIMENT GRAMS: Design notes of thanks or congratulations for co-workers to buy and send to each other.

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CUTEST PET CONTEST: Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.

COLORING BOOK: Create themed coloring pages by company or community which can be distributed with a request for a donation.

COOKING LESSON: Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.

DEPARTMENT CHALLENGE: Challenge internal departments with prizes for the most United Way campaign donors, the highest increase in average gift, or first department to complete donations.

DRESS UP DAY: Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of quarantine-comfy clothes!

"GIVE IT UP CHALLENGES": Encourage folks to eat a simple lunch i.e. grilled cheese or PB&J sandwich (for example) and donate the money they would have spent if going out to eat.

HOME DATE NIGHT RAFFLE: Enter to win gift cards to GrubHub/local restaurants and Red Box. Maybe add a delivery from a local winery or brewery, too!

BOOK, VIDEO, CD, DVD SALE: Employees donate their old books, videos, cassette tapes, CDs, and DVDs for an employee sale. Sell paperbacks for \$1, hardbacks for \$2, cassettes and videos for \$3 to \$5, and CDs and DVDs for \$5 and up.

WALKING TACO SALE: Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc. Price accordingly.

WHITE ELEPHANT SALE: Allow employees to bring funny items to be displayed on a co-worker’s desk for the duration of the campaign. They can pay to move the items to another worker’s desk, otherwise, the items remain in place during the entire campaign.

ETO (EXTRA TIME OFF) GOODIE BAGS: Assemble and sell bags of goodies. In each bag include a slip of paper with a message. Some messages include a —Congratulations you won 4 hours of extra time off. Some messages say — Sorry, you didn’t win extra time off, please play again.

HOST A COMMUNITY NIGHT: Partner with a local restaurant for a take-out night. Encourage your employees to order dinner from the restaurant and the restaurant will support their community by donating a % of the evening’s sales. Possible partners could include Hudsons, Shorts, Freddie’s, and many more!



United Way of Johnson & Washington Counties Employee Campaign Special Events Continued



VIRTUAL ONLY SPECIAL EVENTS– SO EVERYONE CAN JOIN!

NEW: AMAZONSMILE Choose United Way of Johnson & Washington Counties to benefit from your company &/or employee AmazonSmile purchases during the campaign or for the whole year!

HOST A HOUSE PARTY: Using the HouseParty app which comes embedded with games for all to play through a virtual party.

LUNCHTIME BINGO: Send Bingo card documents and call numbers via Zoom. Charge for each card and offer a prize for the winners.

MIXOLOGY EVENT: Have a local bartender conduct a Mixology class. Set a fee to enter and make sure to provide a supply list for participants prior to the event.

ONLINE AUCTION: Encourage employees to donate handmade items, goods and services, home-cooked meals, special books, etc. and host an online auction.

POWERPOINT TRAVELOGUE: Over Zoom share stories and photos from fun vacation(s).

PHOTO SCAVENGER HUNT: Either virtually through the GooseChase app or by sending a manila envelope packet of the same 40 photos, choose varying “points” depending on how far they are from the packet pickup location and how hard to find. When you find a location, you take a silly photo there (optional from a vehicle) and check it off the list. It can end up being super competitive (set a time limit) and you can spot other friends in their vehicles (who you have not seen in person for a while).

RECIPE EXCHANGE: Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.

SPECIAL DELIVERY: Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner.

SPIRIT WEEK: Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day...you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.

TIKTOK CHALLENGE: Senior leaders offer to make TikTok videos if company fundraising goals are met or between departments as a competition (dept. leader with smallest % of fundraising goal makes TikTok); the virtual equivalent of doing a dunk tank or other fun in-person activity.

VIRTUAL VACATION: Have people submit their favorite vacation photos and a brief description for a virtual tour around the world. Charge “travel fare” to view. As a bonus, offer a drawing for a timeshare or vacation home rental for use at a later date!

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VIRTUAL TALENT SHOW: Company offers for employees to sign up for a Zoom talent contest. The entrants would have to pay a certain amount to participate. Employees that do not want to participate but would like to watch pay a higher amount. The company finds a panel of three judges. This could be outside individuals, senior employees, or anyone else with the company.

Virtual Run/Walk 5K/10K or MORE! Select a distance, and have employees sign up and pay a registration fee. This can be done as individual employees or as teams. Create a time frame for employees to run/walk the race at their home or workout center, have each employee log their distance, time, and category (i.e. age, department, etc.). After the **virtual** race, provide finisher's medal and give recognition to the winners in each category.

