

How to Run Your Campaign



#6: CAMPAIGN PREPARATION—CAMPAIGN KICKOFF

Hold a Campaign Kickoff and “Fun”-raisers to create awareness. The main purpose of themes and special events is to have FUN, bring awareness to your campaign and unite your employees for a special cause.

Consider:

- Developing a theme and tagline to promote the campaign
- Holding a rally, BBQ, or carnival
- Using special event fundraisers AFTER YOUR COMPANY PLEDGE DRIVE to have fun and add to the campaign

CASE FOR GIVING

Underneath everything we are, underneath everything we do, we are all people. Connected, interdependent, united, and when we reach out a hand to one, we influence the condition of all. That’s what it means to **LIVE UNITED**.

FUN EVENTS:	INCENTIVES:	GIVING IDEAS:	LIVE UNITED THEMES:
Casual Day	Paid Time Off	60 Minute Club Coffee Club	Reach out a hand to one and influence the condition of all... LIVE UNITED
Softball/Volleyball Tournament	Casual Day		It takes everyone in the community working together to create a brighter future LIVE UNITED
Golf Tournament	Jean Friday		Together, we can accomplish more than any single group can on its own... LIVE UNITED
Bake Sale	Lunch with CEO		Be part of the change... LIVE UNITED
Executive Dunk Tank	Reserved/Covered Parking		Working together to advance the common good... LIVE UNITED
Silent Auction	Tickets to Game/Movie		Help United Way create lasting changes in our community... LIVE UNITED
Management Services Auction	Grocery Certificate		Together, United, we can inspire hope and create opportunities for a better future
Auction Premier Parking Space	Company T-Shirt		
Sell Popcorn and Drinks	Dinner for Two		
Invite United Way to speak during lunch	Hotel Getaway		
Company Picnic/Employee Cook Out	Gift Certificates		
Ice Cream Social	Flowers each Month for a Year		
Pizza Party	“Sleep-In” Pass		
Pancake Breakfast	“Leave Work Early” Pass		
Beach Party	Airline Tickets		
Carnival	Trophy		
Office Olympics	Extra Half Hour for Lunch		
Halloween Costume Contest	Split the Pot 50/50		
Baby Picture Guessing Contest	Homemade Baked Goods		
Children’s Drawing Contest	Company shirts, pen, etc.		
Chili Cook-Off	Candy		
Ugly Tie/Ugly Earring Contest	Gas Cards		
Funniest Home Videos			
Dress-Up Day			
Department Penny Wars			
Wall of Fame			

