\



**Great Ideas!**

**MCj03115780000[1]**

**Ideas from Tulsa Area United Way**

**Idea Exchanges and   
Best Practices Sessions**

**Great Ideas for Themes, Thermometers & Special Events**

**THEMES**

A Recipe for Sharing

Affair of the Heart

Around the World in 80 Days

Baseball

Beach

Bring Home the Bacon

Building a Better Community

Caring is Sharing

Carnival

Catch of the Day

Close Encounters with the

United Way

Clue

Country Western

Dare to Care

Fifties

Football

Game Show

Gaming

Give from the Heart

Go for the Gold

God Bless America

Going Up

Halloween

Happy Trails

Heart of “Company Name Here”

Horse Racing

Indy 500

James Bond

Lead the Way

Leader of the Pack

Let Us Entertain You

Light the Way

Make Waves for United Way

(Hawaiian)

Mardi Gras

Mascot

Mission Possible

Monopoly

Mountain Climbing

Murder Mystery

NASCAR

Office Olympics

Paint a Brighter Future

People Helping People

Presidential Campaign

Rising to the Challenge

Rock & Roll

Saddle Up for United Way

School Colors

Sci-Fi

Soap Opera

Standing Hand in Hand, We

Make a Difference

Straight from the Heart

To Infinity and Beyond

Tropical/Jungle

TV Show or Movie, i.e., Austin

Powers, Brady Bunch, Fear

Factor, Godfather, Star Wars,

Survivor, That 70’s, Show, The

Matrix, Who Wants to be a

Millionaire

United Way Care Force

United We Give

Vegas - “What’s raised here

stays here”

Western

Whale of a Good Time

When Pigs Fly

Woodstock

Your Share of the Pie

**THERMOMETERS**

Barometer

Baseball Diamond

Building being constructed

Flag being raised

Football Field

Gas Tank

Giant piggy bank

Happy Faces

Hot Air Balloon

Hurricane Lamp filled with

candy

Ladder

Money Tree

Monkey climbing a tree

Oil Derrick

Pizza – add toppings

Race Track

Rain Gauge

Rocket

Route 66

Sack of Money

Sailboat

Scales

Stack Bricks

Stack gift boxes

Swimming pool – water level

rises

Wall or path of bricks

**SPECIAL EVENTS**

Agency Bingo or Trivial Pursuit

relating to TAUW agencies

Aluminum Can Recycling

Antique Car Show

Avon Sales

Baby Picture Contest

Balloon Dart Toss

Balloon Sales

Basket Sales/Auction

Basketball/Horse Tournament

Blackjack Tournament

Bowling Contest

Boxcar Derby

Cake Walk

Candle Sales

Candy Gram Sales

Carnival

Catered Lunch

CEO Obstacle Course

Chili Cook-off

Coin War

Collect Pop Machine Change

Company Store (proceeds to

United Way)

Cookbook Sales

Coupon Grab Bags

Cute Kid Contest

Daily email trivia about United

Way

Desk Massages

Dessert Auction

Develop a quiz by matching

agencies to the service they

provide, draw prizes for

correct quizzes

Dunk Tank

Egg Toss

Email Bingo

Executive Car Wash

Fishing Tournament

Flea-Bay Sale

Food Sales, i.e., Bake Sale,

Banana Split, Barbecue,

Pancake Breakfast,

Popcorn, Snow-Cone Sales

Cookout

Golf Tournament

Golf with company executives

Guessing Games

Have a contest for best theme

idea

Hairy Legs Contest

Hire an Executive for a Day

Hold contest for fundraising

ideas – implement winners

Holiday Gift Sale

Ice Cream Social

Intercom Bingo

Iron Chef Competition

Jail/Bail

Jeans Days/Week

Karaoke Contest

Kiss the Donkey, Pig

Lip Sync Contest

Live Auction

Lunch with CEO

Movie Night

New Leaf Nursery Sales

Online Auction

Parking Spot Auction

Pass the Hat

Penny Wars

Pet Contest (pay to vote)

“Pick Your Nose” guess who’s

who

Pie Eating Contest

Pie in the Face

Pig Out Day

Ping Pong Tournament

Poker Tournament/Run

Pool Tournament

Potluck Lunches/Dinners

Progressive Dinner

Pumpkin Carving Contest

Putt Putt Indoor Golf

Putting Contest

Quilt Sales

Raffles

Remote Control Races

Root Beer Float Sales

Scavenger Hunt

Scrapbook Party

Secret Garden Sales

Sell Roses/Flowers –

Valentine’s Day, Special

Occasions

Shorts Day

Silent Auction

Singing Telegrams

Skeet Shoot

Softball Tournament

Sporting Events Pools

Sunflower Seed Spitting

contest

Talent Contest

Treat Trolley

Tricycle Races

Tug of War

Ugly Earrings/Tie Contest

Used Book Sale

Vendor Fair – shopping night

Video Game Contest

Volleyball Tournament

Vote for Office Diva

Watering Hole – pay for drinks

that are normally free

Weight Loss Competition

White Elephant Sale

**BEST PRACTICES**

**COMMUNICATION**

Challenge employees to find someone who has NOT been touched by an agency (friend or family member)

Create games or exercises utilizing United Way information

Have on on-line event calendar

Include all shift workers

Include pledge card in New Employee Orientation & show them the United Way video

Include United Way campaign in company newsletter

Make a campaign calendar of events

Make and hang a flyer for field/shift workers explaining TAUW

Make a campaign video

Make video available on-line

Personal follow-up with those that haven’t pledged

Put your thermometer in a common area

Put up campaign posters

Release email a day during campaign to promote awareness

Send emails to update staff on progress

Set a goal and update on progress

Share with employees what impact a $500.00 gift could make

Share Leadership Level with employees about where they are in their giving and what it

would take to get to next level

Show the TAUW video with people from community

Spotlight an agency per day

Track results visibly (i.e. big thermometer in office)

**CAMPAIGN PLANNING**

Adopt an agency for a year – involve the whole company

Appoint leaders in each department

Ask leadership givers to take new employees to lunch

Collect pledge cards immediately after agency speaker

Combine your corporate logo with United Way logo and use in campaign

Coordinate at each level of the company

Corporate match of employee donations

Create on-going relationships with agencies outside campaign season

Discuss importance of pledging before passing out pledge cards

Dispel myths and rumors about United Way

Educate employees about United Way

Encourage competition between departments

Encourage people to add 10% every year to their annual gift

Executive tours of agencies

Get endorsement of management/CEO, including letter of support and speaking at

kickoff

Go on agency tours or have meetings at agencies

Hand employees pledge cards; don’t ask them to pick up somewhere else

Have campaign/agency presentations at different times and distribute and collect

pledge cards immediately after meetings. Hold drawings for prizes

Have decorating competition between department/floors

Have each department or worksite set their own goal that rolls up to overall goal

Have event milestones

Have fundraisers twice a month around paydays

Have a pledge card chairperson on your campaign committee and an event manager

Have a shorter time-frame for pledging

Have a “super card” that is all-inclusive for events vs. nickel and diming employees for

each event

Have Top Leadership set the tone and be transparent in their giving; have them explain

why they give and why it is important to them. Also, include a paragraph about leadership giving in the CEO letter to employees

Hold quarterly fundraisers

Include Leadership Level for your organization’s recognition

Invite employees to TAUW Annual Meeting

Invite people to be team members; don’t wait for volunteers

Involve Day of Caring agency as speaker

Involve employees in campaign planning

Make campaign buttons

Make special events affordable

Make the campaign fun!

Management involvement in Day of Caring

Match dollar for dollar or .50 to every dollar

Network with other companies

Offer payroll deduction

Participate in Day of Caring

Personalize pledge cards

Public awareness booth at fair, conference, expo

Recruit a committee

Rotate company coordinator to a different department each year

Save unused items for next year’s campaign

Shorter campaign time

Solicit employees for prizes, incentives and auction items

Solicit retirees

Some fun events to build morale

Start campaign early in the year

Swap prizes with other companies

Team leader passes out card with return envelope and collects, include instructions on

how to fill it out. Meet with team leaders to thank your employees!

Theme should be simple, generate enthusiasm and be relatable

Timing is important. Pass out pledge cards at or around employee’s pay day

Track who has turned in pledge card/who hasn’t

Use a traveling trophy for department with most participation (returned cards)

Visually display items that can be purchased using the daily amount of a Leadership gift. (Example, a cup of coffee, a few cigarettes out of a pack, a package of gum)

Weekly activities

Year round reminders of need

**KICK-OFFS AND MEETINGS**

Have an agency speaker as a guest at regular staff meeting

Have a campaign kickoff

Have a separate kickoff for Leadership Givers

Make meeting times flexible

Show Video at kickoff

Small companies combine with others in the building for one kickoff

TAUW representative present at kickoff with a celebrity guest speaker and employee

testimonials

Time for TAUW pledging at all company leadership/safety meetings

Use monthly employee meetings to distribute pledge cards

**INCENTIVES**

$250 or more donation goes into drawing for big prize

Draw for prizes daily to create excitement about returning pledge card

Give company bucks in cafeteria or company store

Give employees a day off based on level of giving

Give more chances to “win” (a designated prize based on level of giving

Have a prize for returning pledge cards, if an employee return their card on day one

they get 7 entries, day two 6 entries, day five 5 entries, etc.

Have the completed pledge card be the “ticket” to get in to special events

Hold a drawing/raffle for returning pledge card

Hold early bird drawings

Incentive for first time givers

Incentives donated from other businesses

Incentives for early bird pledging – drawing for prize

Incentives for turning in pledge cards

Jeans passes

Offer incentives for giving

Offer incentives for volunteering

Paid day off for Day of Caring participation

Paid time off for contribution

Participation incentives (whether or not they pledge)

Prizes for prompt pledge return

PTO for giving fair share

Use of company tickets to sporting events

PROMOTE LEADERSHIP GIVING

1% of salary vs. $500

Allow people at the Leadership Level to attend the TAUW Annual Meeting in February

CEO challenge to exceed previous year donation

Challenge other departments to raise giving levels

Current Leadership Givers recruit new members

Customize Leadership Givers pins to make collectible

Hold luncheon to thank Leadership Givers, invite potential givers

Extra day off for leadership gift

Gift baskets for leadership givers

Highlight Leadership Givers in company newsletter

Incentive for increased pledge from previous year

Increase current leaders with information on challenge grants

Invite TAUW President to Leadership Givers thank you events

Leadership Givers thank you luncheon/breakfast/dinner

Leadership pin gift presented personally by corporate leader

Leadership reception for 1% givers with TAUW frame/pin

Let employees know if they are close to Leadership Giving and encourage increase to

next level

Look for low-hanging fruit. If someone is just a few dollars away from a leadership gift

make sure they know what it would take to get to Leadership Level

Personal baked items hand delivered to Leadership Givers

Plaque naming all Leadership Givers

Promote challenge grants

PTO for levels of giving (1%/1 day, 1.5%/1.5 days, 2%/2days)

Recognize all employees that give at Leadership Level (with permission)

Recognition on company intranet or email

Separate drawings for Leadership Givers; better prizes for higher giving levels

Set a goal for number of new Leadership Givers

Show how suggested contribution breaks down over the year per pay period

Special Christmas gifts for Leadership Givers

Special Leadership Givers event at end of campaign

Special parking for Leadership Givers

**WAYS TO THANK YOUR EMPLOYEES**

Awards

Ball park night

Big prizes (tv, trips, etc.)

CEO recognition breakfast

Chili lunch

Cookie party

Cookout

Day of celebration/fun

Extra company holiday if goal is reached

Fish fry

Gift certificates

Ice cream social

Invite employees to TAUW Annual Meeting

Personal letters to employees

Personalized gifts

Pizza party

Printed certificates

Publicized total company raised with thank you

Send 7 thank yous – it takes that many to remember they have been thanked

Thank you gift for every donor

Thank you luncheon

Thank you party for last year’s first time givers

Thank you to campaign committees and chair

**IF YOU HAVE ANY QUESTIONS OR NEED HELP WITH YOUR CAMPAIGN, PLEASE CONTACT THE TULSA AREA UNITED WAY AT 583-7171. THANK YOU!**