This booklet was created to help you interject some fun and team building activities into your company United Way Campaign. These suggestions can help your employees get involved while having a lot of fun along the way. We have put together some ideas from previous campaigns that have been very successful. You are welcome to try these ideas or tailor them to fit your company or organization.

Our experience shows that when these activities are used, it enhances team building and creates a sense of unity within the organization, while giving all of your employees an opportunity to partner with United Way of Northern Shenandoah Valley to find resources to the most pressing issues in our communities. We have also found that companies that plan fun activities along with their fund raising campaign have experienced a much higher success rate and have increased their percent of participation dramatically.
LIVE UNITED SUCCESS STORIES AND FACTOIDS

Contact your account executive or the United Way of Northern Shenandoah Valley to receive stories for your newsletters, email blasts, and communications about lives that have been impacted, how people in our community are living united and more.

- $1 per week or $52 can provide 1 ¾ group counseling sessions for drug problem.
- $5 per week or $260 a year can provide transportation to and from a job for one individual with disabilities for an entire year!
- $10 per week or $520 a year will sponsor two months of life skills classes for women that have been abused.

Story of Mark

Mark has worked at NW Works for over four years, primarily within our facility. When Firefly opened, he expressed interest in learning to be a dishwasher. After six months extensive training, Mark was ready to move into a part-time community based job. He nailed his first interview at a local upscale restaurant and worked there for four months, he was considered an exceptional employee) until he, along with three coworkers were laid off. Mark immediately applied for a new job with another local eatery, and is now a very successful employee there, and has learned other duties in addition to being a dishwasher. Mark wanted to work with people without disabilities, to earn a paycheck on his own, and to feel like he’s a part of the community at large. Thanks to donors like you Mark has accomplished his dream and is now a role model for other individuals with disabilities and Mark states “this is the happiest I’ve ever been.

- $1 per week or $52 can provide tutoring for two adults learning English.
- $5 per week or $260 can provide 6 months of tutoring in reading, writing, and math for two adults with low literacy skills.
- $10 per week or $520 can provide 100 basic literacy skills assessments used to identify literacy level of our adult students.
LIVE UNITED SUCCESS STORIES AND FACTOIDS Cont.

Story of Jenny

Jenny was a client of Response a shelter for women. Jenny attends a life skills training class where she learns how to develop or improve a resume or cover letter, she learns budgeting skills, develops a safety plan to keep herself safe, and two new healthy coping skills to try to move on with her life. Thanks to your support Jenny can continue to receive services after she leave the shelter and gets her own place. Jenny often stops by to tell us about the new things she has learned and thanks us for the support we provide.

- $10 per week or $520 can provide 138 meals or 1,040 snacks for seniors at the Adult Care Center.
- $5 per week or $260 can provide two bulk distribution workers to drive a rented box truck to deliver much needed supplies to those affected by disaster.
- $1 per week or $52 covers dinner for 1 week for 15 matches at BigTime.

Story of Little Brother K

Little Brother K had been matched in October with Big Brother Marty. They started out in the BigTime program in October. They always attend on Wednesdays and sometimes they get together again over the weekend. When Little K started, he was shy, lacked confidence and was getting bullied a little bit in school. His grades were pretty bad and he never brought homework and he never wanted to read. He loved shooting hoops and throwing the Frisbee at the YDC. Little K wanted to learn to play chess. In January after just four months Little K’s mom told our staff, “I don’t know what you all are doing and what Marty is saying to him, but keep on doing it!” Little K was able to stand up to the student who was bullying him and the child backed off. Thanks to your donations Little K. is opening up and laughing and is more confident.

- $1 per week or $52 provides scholarships for 2 children to attend our Afterschool program for a whole year.
- $5 per week or $260 allows a legal aid attorney to explain to a tenant what he needs to do to keep his family from being evicted.
- $10 per week or $520 would provide 29 trips back and forth from home to Dialysis Treatment.

Story of Mary

When Mary attended the Adult Care Center for 8 year. When Mary came to the Center over 8 years prior, she was ambulatory, continent, able to participate in all activities, able to converse and able to enjoy meals without assistance. As Mary’s Alzheimer’s progressed, her level of care heightened and her needs increased. Mary’s husband was determined to keep his wife at home, and to help him do so, he used our service the full 5 days a week. Although ultimately Mary needs changed and she required more staff assistance (2 persons to take to the bathroom, total assistance with meals and hydration, wound care by registered nurses – her skin was paper thin and it would not be uncommon to have her come in with minor skin tear), she remained at the Center until shortly before her death. The Center met two goals 1) supporting the wishes of the husband to avoid nursing home placement and allow his wife to remain at home and 2) provide high-quality care at a rate Mary’s husband could afford.
FUN RAISING IDEAS AND INCENTIVES

Not everything you do has to make money. Sometimes just getting together for fun can be a good way to remind people about the campaign. Many companies also like to include fun activities in their kickoff, or as a thank you to their employees for contributing to a great campaign.

**COUPONS** – See website for some creative incentive coupons such as Casual Day, Free Food, Sleep in Late, Long Lunch, Jump Start, and Up Front Parking just to name a few.

**Departmental Competition** – The department with the best participation or the highest per capita giving award will get COCO the Gorilla or any large stuffed animal or traveling trophy, to represent your company, until next years campaign. (Bragging rights)

**Paper Airplane Contest**
Have a paper airplane contest from an upper floor of your building, with an entrance fee going to United Way of Northern Shenandoah Valley and prizes awarded for longest and straightest flight.

**Volunteer Day** - Employees who give at or above a certain level are rewarded with eight hours they can use volunteering in the community any way they wish.

**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 group, best effort by an individual. Throw a party to end your campaign.

**Putt-putt Contest** - Design and set up your own wacky miniature golf course within your office, lobby or work area. Charge each person to play and award a prize to the player with the lowest score. Flag each hole with a fact about United Way.

**Food Drive/School Supplies** - Conduct a food drive or collect school supplies for needy children as a part of your campaign. This is a great way for people to participate who may feel like they can't afford payroll deduction or a monetary gift.

**Vacation Day** - Employees "buy" a vacation day. When an employee chooses to participate, their wages from the day's work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the community. Win-win situation: the organization achieves high participation, the employees get a vacation day, and the community is helped.
Baby/Pet Picture Match Game - Invite employees to try their luck matching baby
and/or pet pictures of management. Award the entry with the most right answers, a paid day off
or some other fun incentive. Charge employees $5 per ballot.

Win Time Off
Get management approval to offer time off to employees who give.

Greeting Card Sales - Have your Creative Department design various greeting cards
(Congratulations, Birthday, Thank you, Anniversary, and personalized) and sell them with
proceeds benefiting United Way. Have a contest between different departments to see which
can sell the most! Give prizes on Kickoff Day.

Casual Day
Sell "casual day" badges allowing employees purchasing them to dress casually on certain
days. Employees purchase badges for $5 each. The badges carry an expiration date,
depending on the amount donated.
Designate certain casual days as "crazy days" and encourage your employees to show their
wild side: Tuesday – Stupid Hat Day Wednesday – Outrageous Sock Day Thursday – Sports
Team Day.

Shortest Tie Contest - Executives participate in an all-day contest to end the day with the
shortest tie. Employees pay to cut an inch off their favorite executive’s tie, the ugliest or most
ties, etc. Shop resale stores for ties!

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 a prize. Employees pay
$1 to buy a balloon and pop it to find out what prize they’ve won. Include a United Way fact in
each balloon.

Employee Cookbook - Collect and group recipes and household hints into a
customized cookbook. Have employees’ children create illustrations for the cover and
categories. Print books in-house or by a local business, pro bono. This has been so popular that
some organizations have not been able to fill all requests. Plan for an enthusiastic response.
**Potluck Luncheon** – Have employees bring a dish and then charge $3-$5 to each lunch. You may want to set a theme such as Italian Food, Mexican Food, International, Vegetarian, etc. Don’t forget desserts!

**Tours** - Many of our agencies invite companies to tour their facilities. Tours give employees the opportunity to see, first hand, how their contributions are being used to find solutions for people. Call United Way at 536-1610 to schedule your tour.

**Shave the Boss** -  Have the CEO challenge his staff, "if we make our goal, you can shave my head!" and bring an antique barber chair into the office. Employees take turns shaving his head as customers look on. An alternative could be to shave off his mustache or beard.

**Paycheck "Pocket Change"** - For a period of time, employees donate any change above an even dollar from their paychecks.

**Spelling Bee** - Organize a spelling bee with participants paying an entry fee. Have other employees pay to place bets on the winner. Award the winners with a special incentive.

**Coin War** - Set up large, empty bottles for each department or floor in the cafeteria. Have employees drop their spare change into the bottle. Coins are positive, while paper money is negative. Employees can sabotage other bottles by dropping paper money into them. The department with the most money in their bottle wins, with the money going to United Way.

**Executive Chair Race** - Set up a relay course for executives to go through, either sitting in a chair or on tricycles. Let observers bet on their favorite contestant.

**Mini Indy 500** - Rent or borrow remote-controlled cars and set up an "Indy 500" race. Use office supplies to make the track more interesting. Teams can be sponsored to compete. Spectators can place bets on their favorite team or car.

**Lunch Box Auction** - Have employees create gourmet lunches to be auctioned off to the highest bidder. Give prizes for the most creative, nutritious, elegant or humorous.

**Karaoke Party** - Have participants pay to enter the contest or pay to have company executives sing the song of their choice. Have costumes and props available.
**Nacho Party** – Plan an afternoon to sell nachos or popcorn to interested employees in your break room. Employees pay $2 for each serving with all proceeds benefiting United Way of NSV.

**Fear Factor** - Invite some of your managers or supervisors to be a part of a contest. Place their pictures on money jars. Ask your employees to put money in the jar of the person they would like to see hold a snake, eat a worm, hold a tarantula, eat a salad smoothie, pick worms out of an aquarium – What every yucky thing you can think of (within reason). The manager with the most money has to do the deed! If the manager/supervisor doesn’t want to do the deed, they can match the money in their jar and buy their way out.

**Thank you Gram** – This is a great way for your employees to raise money for United Way and also say thanks to a colleague for their hard work or friendship.

- Decide on a product you would like to sell such as flowers, candy, office supply baskets, coffee mugs with hot chocolate or instant coffee inside, bags of cookies or snack mix, balloons etc.
- Recruit a committee of delivery people (can be your campaign committee)
- Put out an email or memo to all employees with an order form telling them that they can purchase a special thank you gift and have it delivered to their own special person in the office.
- Make sure you charge enough to make a profit which will be included in your Special Events money for your campaign.
- Pick a special day and time to have your team deliver the gifts to the recipients.
- Attach a note with the gift explaining that this gift will also help provide funding for solutions to the Northern Shenandoah Valley most pressing issues, include the name of the person who purchased the gift.

**CEO Car Wash** - Employees donate $5 to have their car washed at high noon by their "boss." Charge for Polaroid photos of the employees and the boss washing their cars. Charge extra for special services such as interior cleaning and polishing tire rims.

**Book Sales** – Invite employees to donate books they have read and get great deals from other employees. Encourage employees to bring their donations in early. Sell paperback for $1 and hard cover for $2. Any books left over can be giving to Literacy Volunteers for their library.
Cook Off - You undoubtedly have a few amateur chefs on your staff who love to cook. Have a cook-off featuring the food of your choice – could be lasagna, pies, casseroles, chili, soup, cake, barbeque, cookies or candy and the list could go on forever.

- Have your committee set up the rules of the cook-off being very specific about ingredients, amounts, time limits, etc.
- What qualifies you are looking for along with the judging criteria (hottest, spiciest, creative, healthiest, etc)
- Each participant could pay an entry fee to compete (optional)
- Have all of the food prepared and completed by noon.
- Have employees sample the food and vote for the best one. Provide ballots and a ballot box for voting.
- Award prizes to the winner and serve the food as a luncheon.
- You could add other items such as carrot sticks, salad, relish trays and drinks to complete the meal.
- Charge employees for the meal with proceeds going toward your special event United Way campaign.

Baby Baby who are you?

- Ask your employees to bring a baby picture of themselves,
- Display the pictures in the break room or in a display case if you have one
- Number each picture
- Create a voting ballot with the picture number and a line for each. Include the rules of the game and the potential prizes on the ballot.
- The voter will identify employee and record them on their ballot. Include a list of participating employees to match up.
- The voter will pay an entry fee for each ballot ($1 each, five votes for $4 – or whatever you choose)
- You can vote as many times as you wish
- The person who gets all the answers correct wins a prize.
- If there are multiple winners the names will be drawn out of a hat for prizes.
Silent Auction – A silent auction is always a simple way to raise money and have a lot of fun too.

- Ask your employees to donate items to be sold at your silent auction
- Suggestions for items:
  1. Baked item (cake, pie, cookies, lasagna, cinnamon rolls, banana or zucchini bread)
  2. Services such as clean your house, wash your windows, mow your lawn, clean your garage, handyman services.
  3. Hand crafted items such as quilts, pillows, bird house, wood working, jewelry, painting or art work, pottery, ceramics, wreaths.
  4. Items can be purchased such as gift certificate for a massage, gift card, tea set, CDs, DVDs, dolls.
  5. Donated products from vendors or manufacturing product swaps ie. GE lightbulbs for New World Pasta, Kraft Caprisun for Pactiv foam plates.

- Put items on display for a few days in a secure area
- Provide a bid sheet for each item with a full description (including limitations or exclusions) with lines for each bid. We suggest bids be in a minimum of $1 increments.
- Post the deadline for bidding and make sure someone is there to shut down the bidding. The time of the deadline should be announced at about 30 minutes prior with a page or email to everyone.
- Plan a luncheon or potluck and announce the winner after the meal.

Cake Walk – Have employees donate bring in cakes of baked goods. Place numbered pieces of paper on floor corresponding to the number of cakes or baked goodies in event. Play music like musical chairs and when music stops, draw a number from a jar and the person standing on that number wins their choice of goody. Charge an entry fee for those participating say $1 to $3 per game with all proceeds benefiting the United Way of NSV.

Dunk Tank

On August 19, you will have the opportunity to dunk your favorite Winchester Contact Center Operations leader. Come out and support the United Way AND have fun dunking our leadership.

Last year, Joe "The Hulk" Dewald raised the most money by sitting in the dunk tank. Let’s see if Anthony "The Intimidator" Cherry, Chris "The Hammer" Durant or one of the other Supervisors can claim the title this year. Tickets 3 balls for $5.00 or 6 balls for $10.00.

You will be able to purchase tickets at the dunk tank. Below is the list of times that everyone will be sitting in the dunk tank. Hope to see you there!
CANDY MESSAGES

Everyone wants to feel appreciated, so remember to thank your donors for their generous gifts. Thank you messages and gifts don’t have to be big and extravagant. An easy and creative way to say thank you is by using candy with a message attached. Below are some ideas to get you started! Use these to kick-off your campaign, as reminders during your campaign or as a thank you after your campaign has ended.

100 Grand Candy Bar
You’re worth even more to us!

Act II Popcorn
Because you’re a hard “ACT II” follow! OR Just poppin’ by to say thanks!

Almond Joy
Thanks for adding JOY to our campaign!
Thank you for helping us feel the JOY of changing people’s lives.

Animal crackers
This community would be a zoo without you!

Apple or Apple Jolly Ranchers
You’re the apple of our eye!

Atomic Fireballs
Thank you for being hot stuff!

Baby Ruth
You’re a real slugger! OR With your help, our campaign will be a grand slam!

Bar None Candy
Bar none- You’re the best!

Chocolate Chip Cookies
Because you never crumble under pressure.

Cracker Jacks
You are a prize in our program!

Dove Promise
Your PROMISE (pledge) will save lives.

Extra Gum
Thanks for going the EXTRA mile! OR Thanks for the EXTRA effort!

Fig Newtons
Because your efforts “fig”-ure into our success!
Any way we “fig”-ure it, you’re terrific!

Fruit Cereal Bar
Because we appreciate you “berry” much.

Goldfish Snack Crackers
Because your extra efforts make you a great catch.

Graham Crackers
Because we count on you in a crunch.

Granola Bar
Because you’re so good to us.

Live Savers
You are a LIFE-SAVER! OR Thanks for being a real LIFE-SAVER!

M & M
You Mean so Much

Reese’s
Like Peanut Butter & Chocolate- we just go together!

Tootsie Rolls
Thanks for the “Roll” you play in the campaign! Keeping things rolling!

Crunch Bar
Our agencies would in a CRUNCH without your support.

Mounds
Thanks for the mounds of work you’ve put in on the campaign.

Starburst
We’re bursting from excitement! OR Help us reach for the Stars!

Pay Day
It’s Pay Day – Think United Way!

Orange Slices
Orange you glad you gave to United Way.

Pixy Stix
Our programs STIX out from all the rest, because of what you do!
Financial Stability Budgeting Game:

Materials needed: Game boards (enough for group to pair off into twos), instruction sheet, smarties candies, UW brochures, 2-1-1 cards, and FamilyWize cards

Opening: Thank you for inviting United Way here today to share the work of United Way with your group. My name is (insert name) and today I want to play a game with you. Please pair off into groups of two or three if necessary and grab a game board and one roll of smarties. Please do not eat the candies until the game is over as all of them are needed to play. (start game)

Game Instructions:

- As the game states, you are married with two children and one of you works full-time and the other works two part-time jobs, both of you make minimum wage.

- Smartie candy is symbolic of your budget...don’t eat until the end of the game. You have 15 smarties to allocate in each of the 8 categories. You can NOT skip a category...you must have smarties in each row.

- QUESTION: How did it feel making your choices of where to budget your money?

- SCENARIO CHANGE: Your 9 year old daughter has an infected tooth and has to see the dentist (not covered by your health insurance if you have it). In order for her to see the dentist you must give up TWO of your smarties, which means reallocating where you budget your money. Remember: you can NOT skip a category.

- QUESTION: How did it feel this time when you had to take off two of the candies?
• SCENARIO CHANGE: Your life is about to get even more difficult because your spouse just got laid off with no severance pay. Take FOUR of your smarties off your sheet and reallocate the remaining smarties so that you have at least one smartie in each of the 9 categories.

Closing: While playing the game each of our families struggled to make tough decisions that would provide our families with basic needs. This game helps us understand the tough decisions that hardworking people right here in the Northern Shenandoah Valley make every day. Their struggles include decisions which affect their education, income and their health. Areas that United Way focuses on because we see them as the building blocks for a good quality life. Donations from the community are invested into programs that teach individuals and families the skills they need to increase income, build savings, and gain assets through the United Way Financial Stability Initiative. These programs empower clients to become self-sufficient and meet their basic needs, ultimately leading better quality lives. United Way investments don’t stop there. Investments are also made in the areas of education and health.

**Education:** Investments in education focus on parental engagement that leads to student success. These successes include increased attendance and grades and increased graduation rates.

**Health:** Investments in health fund programs at mental health, medical and dental clinics that assure services to individuals and families who may not otherwise have access to these vital health services. United Way also partners with FamilyWize offering prescription discount cards to anyone who needs them. United Way strives to focus on education, income and health by funding programs in each area as well as bringing together different community organizations to impact the root cause of these community issues. By doing this we hope to create lasting change and make the NSV a better place. We ask that you join us by giving to United Way, being an advocate on our behalf, and volunteering.

**Additional Ideas:** Bake Sale, United Way Jingle Contest, Trivial Pursuit/Chess/Scrabble Contest, Food or Clothing Drive, Scavenger Hunt, Kiss the Pig/Donkey Contest or Pie in the Face Contest.

**Prizes and Incentives**

- Departmental pizza party
- United Way pins, mugs or t-shirts to each contributor
- Discount Card from local vendors
- Lottery tickets
- Reserved parking spaces
- Company promotional items
- A traveling trophy that goes to the department with the highest participation
- Insert “thank you” notes with paychecks or pay stubs
- “Sleep in Late” awards
- Movie or video passes
- Open soda machine
Additional items such as hats, mugs, key chains, golf balls, umbrellas, t-shirts, etc. are available through the Sales Service/America catalog from United Way. Ask your Loaned Executive or Campaign Manager for a copy.

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