

## Information to Know:

### Important Campaign Dates:

- Timeline:
  - Mid-September – Campaign Kickoff!
  - December 11<sup>th</sup> – All pledge packets and information back to UW
  - January – Allocations are reviewed by the Board of Directors
  - February – Funds are distributed quarterly

### Request a Speaker/Tour

- Do you have a presentation scheduled for United Way to come and speak to your staff?
- Did you know that you know that you can request an “Impact Tour”?
  - Contact the United Way office to plan an agency tour. Your staff can take the BATA bus or walk and tour multiple UW Funded Partners over a lunch break, morning meeting, or more!

### Campaign Resources:

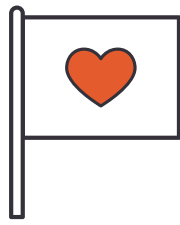
- Link to Video: [www.brookingsunitedway.org](http://www.brookingsunitedway.org)
- Link to online pledge card and additional resources can be found on our website
- Join our “2020 Workplace Campaigns” Groups!
  - Collaborate with other campaign coordinators, share ideas, and get connected with additional workplace resources
  - Slack: <https://bit.ly/32Pd5CP>
  - Facebook: [www.facebook.com/groups/bauworkplacecampaigns/](http://www.facebook.com/groups/bauworkplacecampaigns/)

### To Do:

- 1.
- 2.
- 3.
- 4.
- 5.

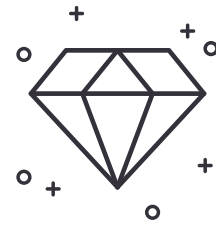
### Notes:

# WHY WORKPLACE GIVING IS IMPORTANT



## INCREASES EMPLOYEE ENGAGEMENT

A corporate giving program brings together people from all levels of the organization – everyone feels like they are working together toward a common goal. This feeling of effective teamwork will positively influence other aspects of their work.



## CULTIVATES CHARITABLE OWNERSHIP

Charitable giving is deeply personal and giving through the workplace allows a further community buy-in and engagement of the employees.



## CREATES COMPANY CULTURE

Recruiting top-performing employees and keeping them happy is a priority of all thriving corporations. Charitable giving improves employee engagement by boosting productivity, ethical behavior, gratitude to the organization, and pride in their work.



## IMPROVES COMMUNITY RELATIONS

The company's philanthropic activity does not go unnoticed by the media. All charitable organizations and fundraising events rely on the media to spread the word about their work, so any corporation having a large share in that work will be included in the heavy media coverage.



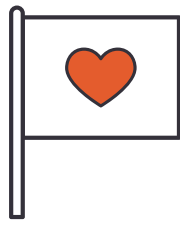
## CREATES A STRONGER COMMUNITY

A strong community means a strong place to continue to run your business. It also creates a stronger community to recruit and retain talent in. With our diverse portfolio of Funded Partners, it is highly likely a majority of employees are impacted by United Way's work.

**For information on how to start a workplace campaign,  
visit our site!**

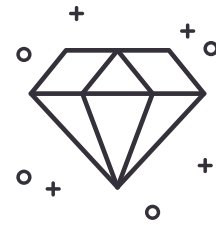
*Learn more at [brookingsunitedway.org](https://brookingsunitedway.org)*

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# Virtual Fun-raising Ideas

brookingsunitedway.org



**Keep in mind that all these events can be done for free, or you can use them as an additional fundraising opportunity. Want to get your team moving? Employees could pay \$10 to be part of an online fitness class. For additional ideas or ways to turn these ideas into fundraisers, contact the United Way office.**

1. Host **VIRTUAL ACTIVITIES** or lessons and consider charging \$5-10 donations to participate.

- a. Cocktail lesson from a mixologist
- b. DJ class
- c. Dance lessons for couples
- d. A group workout class
- e. Wine tasting
- f. Flower arranging
- g. Cooking class

*Bright idea: Ask the CEO to join these activities to show his/her support of the campaign.*

2. Book a **MUSICIAN OR A MAGIC SHOW** for employees to watch online with their kids or family.

3. Have a **LEGO BUILD COMPETITION** where the most votes wins. Consider letting the employees' kids have a category as well.

4. **RAFFLES** for PTO, experiences, gift baskets, restaurant gift cards, or Zapoya gift cards.

5. Host a virtual Golf Tournament.

6. Run a **VIRTUAL 5K**. Participants agree to run the same distance on the same day. Times are submitted to a designated person and the fastest time wins. Consider having age categories like an in-person 5k.

7. Raffles for **VIRTUAL HAPPY HOUR** with the CEO.

*Bright idea: Everyone who pledges during the campaign is entered into the raffle. This encourages recurring gifts rather than one-time smaller donations.*

8. **VIRTUAL DINNER** with your coworkers or company leadership sponsored by your company.

9. Zoom **BINGO OR TRIVIA** competitions.

10. Host an Xbox, Playstation or Nintendo **VIDEO GAME TOURNAMENT**.

*Bright idea: Ask the CEO to play the winner, or play employees for their donation of \$10 a game.*

11. Challenge coworkers to a **LIP SYNC COMPETITION**.

*Bright idea: The video with the most votes (\$5 donations) wins!*

12. Send employees three ingredients to use in a **COOKING COMPETITION**. Consider categories like most creative, most beautiful, and most inedible.

13. Have a talented colleague host a **FAMILY PAINT NIGHT**. Compare paintings at the end of class to see how they all turned out.

14. Host a **MINI GOLF DESIGN COMPETITION**. Each participant designs a hole with household options and shares via video. Award prizes for most creative, most challenging, most detailed, etc.

*Bright idea: Consider asking competitors to pay an entrance fee to compete.*

15. Do a **CORPORATE STEP CHALLENGE**. Have the CEO pledge a gift or corporate gift if employees can all work together to reach a certain number of steps within a week.

16. Consider a **VIRTUAL BOOK CLUB** with \$10 dues.

17. Host an **AMATEUR ART OR PHOTOGRAPHY FESTIVAL** and have participants enter their art. Turn it into a contest, where attendees can give \$5 to cast votes for their favorite films/ photos.

18. Do a **VIRTUAL FOOD DRIVE** from an Amazon list and send notes to a United Way partner.

19. Choose a day to **WEAR A COSTUME** from your closet on a video call with coworkers. Best costume wins a prize!

20. Have the CEO randomly join video calls throughout the day as an "UNDERCOVER BOSS". *Bright idea: Raise money by departments to see who wins a pop in.*

21. Know a local celebrity or friend with a **UNIQUE PET**? Ask them to crash a video meeting.

22. Have employees donate items to an **ONLINE YARD SALE** with proceeds benefiting United Way.

LIVE UNITED®



## Workplace Campaign Ideas

The following ideas can be used to further educate employees about Brookings Area United Way, increase volunteerism, build excitement for campaign, build company spirit, and incorporate fun. They make a great addition to, but not to replace, employee meetings and the request to support Brookings County.

### Kickoff

Many companies like to have kickoff events, such as continental breakfasts and luncheons (you know, bring food and they will come). This is a great time for your president to give an endorsement of United Way and talk about upcoming campaign activities like employee meetings, agency program tours and incentives. This is also a good time for a United Way speaker.

### What Can Incentives Do For Our Campaign?

- Increase enthusiasm and participation
- Encourage employees to pledge promptly
- Increase average gift
- Encourage attendance at campaign meetings
- Examples of incentive or raffle criteria:
  - First time leadership donor, increase donation by 10%, first time donor)
  - Thank you coupon (anyone giving \$150 or more)
  - Any donor who turns in pledge card by a certain date
  - Any donor who attends a meeting or tours an agency
  - Company achieves \$ goal, participation goal or Leadership membership goal
  - Company reaches a 25% increase in campaign

### What Do I Win? (Prizes for Games) or Incentives for All

*Consider soliciting your vendors for giveaways – incentives do not always have to cost*

- Time off pass (sleep in, leave early, day off)
- Casual dress (jeans) day as a reward for meeting participation and giving goals.
- Special parking spaces or the manager's parking space for designated length of time.
- Lunch or golf with the boss
- Department pizza party for those meeting/exceeding participation or \$ goal
- United Way promo items such as shirts, hats, coffee cups, pens, etc.
- Drawing for door prizes: gas cards, hotel gift certificates, restaurant gift certificates, movie or concert tickets, gift baskets, sporting events, company promotional items.
- Traveling trophy for department with highest participation or percentage increase
- Day off to volunteer



### **Special Events**

A fun campaign makes your job more enjoyable and increases awareness of Brookings Area United Way among your co-workers. Sometimes just getting together for fun and team building can be a good way to remind people about the campaign. Consider these tips when planning your company's special event(s):

- Decide if your event will raise awareness, boost employee morale, raise money or all three.
- Put together budget and determine prizes
- Choose an event that is a good match for your work environment
- Select a date that does not conflict with other company events
- Inform your United Way representative of your special event and ask for any help and/or advice you may need
- Send thank you notes to everyone who helped, including volunteers and vendors who donated food and prizes
- After the event, evaluate its success, make notes for next year's committee and report the results to employees and your United Way representative.

### **Food Fundraisers – “the way to a donor’s heart...”**

- Pancake/Waffle Breakfast
- Popcorn, candy or bake sell
- Pizza Party
- Spaghetti Luncheon
- Ice Cream Social
- Chili Cook-off or Dessert Contest
- International Food Day
- Root Beer Float sales
- Tailgate Party
- Supervisor Cook-off/Challenge

### **Auction/Sales – “It’s not art, but...”**

- Book, music and video sales
- Garage Sale

### **Sport Events – “For all kinds of office athletes...”**

- Golf Tournament
- Wii Sports Tournaments (baseball, bowling, tennis, etc.)
- Office Olympics
- Bowling Tournament
- Team Sports Competitions



### **Other Activities – “Almost anything goes...”**

- American Idol or Karaoke Contest during lunch (audience pays \$1 to vote for best act and give winner prize)
- Costume Contest
- Cubicle Decorating
- Family Night at local sporting event
- Movie Night
- Silent Auction
- Trivial Pursuit Contest
- Baby Photo Contest
- Offer a 50/50 raffle
- Quiz – How Well Do You Know Your United Way?
- Latte Stand
- Spelling Bell – using information about BAUW, use partner agency names/programs to spell such words as Alzheimer’s.
- Penny Jar War – Each department has a jar and each penny equates a point. Anything else equals its value in negative points (e.g. A dime is minus 10 points). The department with the most positive points at the end of the week wins a prize.
- Employee Cookbook sales

### **Game Ideas**

- Deal or No Deal
- Minute to Win It!
- Family Feud – using a statement from the campaign materials (egg. United Way agency partners that support health goal)
- Jeopardy
- Movie Trivia Quiz
- Who Wants to Be A Millionaire

### **Themes – “From raiders to reality shows...”**

- Be a Lifesaver – beach style and distribute lifesaver (hard or gummy candy) with note attached “Be a Lifesaver and contribute to Brookings Area United Way”
- The Big Shot – a variation of the thermometer graph on campaign poster to monitor campaign progress, use a hypodermic-needle design. Great for hospital themes.
- Raiders of the Lost Heart – using a heart as the thermometer, each department represents a piece of the heart. Goal is met when entire heart is filled in.
- Giving Has Its Sweet Rewards
- Shoot for the Stars – Be a Star, give to United Way. Can use a basketball theme or Hollywood movie star theme.
- Hawaiian Theme



### **More Great Ideas to Share...**

Weeklong celebration – Every Day for United Way! Celebrate each day of the week with fun activities during the campaign. Use each day to raise awareness while generating money for the United Way programs.

MonWay: kick off week with a donut breakfast

TuesWay: host snacks for sale in cafeteria

WednesWay: employees contribute baked goods sold throughout the day

ThursWay: ask each department to select a theme, dress, decorate and provide food for employees to taste for a price

FriWay: conclude week with fun filled events such as a Chili Cook-off where pledge cards are due and prizes are drawn.

### **Recognition – “Thank you, thank you, thank you...”**

Once your company has reached its campaign goal, have a finale party and invite all employees. Announce amount raised and thank them for supporting the community. Serve refreshments (breakfast, lunch or dinner) and have prize drawings.

Thank employees through some of the following ways:

- Thank you cards
- At staff meetings
- In company newsletter or magazine
- Company email
- Bulletin boards
- Payroll stuffer message of thanks
- Personal letter from CEO
- Thank you from agency and United Way (representatives can share with employees the benefits of their contribution)
- Personal phone calls from CEO or board members
- Host an unexpected thank you meeting surprise employees by giving them the rest of the day off.