



United Way  
of Marion County

# FUN ENGAGEMENT IDEAS

## SPECIAL EVENTS/FUNDRAISERS

Holding a special event as part of your company's annual giving efforts raises awareness and resources for United Way while having fun and engaging your employees.

**United Way Carnival**—Have carnival games and food for employees to enjoy (bag toss, pie in the face, executive dunk tank, etc.)

**United Way Trivia Contest**—Get your questions from United Way fact sheets and other materials and offer a prize to the person who gets the most questions correct. The quiz can be distributed via voicemail or email.

**Appreciation Grams**—Employees can purchase a note of thanks, recognition or good wishes to be sent to a colleague along with candy, flowers, or small gift.

**Chance Bake Sale**—Homemade or store bought items are brought in and displayed in a breakroom or cafeteria. Employees purchase chance tickets and winners are drawn.

**Cook-off Competition**—Employees decide on the food that will be featured in the competition and compete to win the most votes. Colleagues pay a fee to taste the entries, with the proceeds supporting United Way.

**Identify the Baby Photo Contest**—Favorite baby pictures are brought in, numbered and posted on a bulletin board. Employees purchase a chance to match coworkers with their baby pictures. Employee with the greatest number correct wins a prize!

**Pumpkin Decorating Contest**—Employees form teams and create their own unique designs. The pumpkins are displayed and employees vote for their favorite pumpkin by placing money in that team's container.

## VOLUNTEER PROJECTS

A great way to engage employees and experience first-hand the difference United Way is making.

## EDUCATIONAL EVENTS

United Way Annual Giving is a great opportunity to educate your workforce about services in our community. Here are some suggestions for easy ways to effectively educate employees.

- » Request a speaker from United Way to speak at an event.
- » Ask employees who have benefited from a United Way funded service, or volunteered, to speak at employee meetings, or feature their stories in company newsletters.
- » Publish a special issue of the company newsletter or annual giving newsletter entitled "How I LIVE UNITED" to highlight how employees are giving, advocating and volunteering. Also include stories of employees helped by United Way, and key campaign dates and events.
- » Show the annual giving video continually in lunch rooms or break rooms, where appropriate.
- » Use email and/or voicemail to send annual giving messages and daily facts. Utilize a signature picker to advertise participation in the campaign.
- » Attend the United Way Annual Meeting/ Kick-Off and other special events.
- » Take employees on a LIVE UNITED Tour to get an up close and personal view of contributions at work and how agencies work together to create a strong safety net for the community.

## STRATEGIES TO INCREASE THE AVERAGE GIFT:



- » Give employees extra time off for increasing their gift by 10 percent.
- » Hold a leadership giving campaign.
- » Stress the ease of payroll deduction. Offer extra incentives for those who give that way.
- » Ask employees to give \$1 more a week.