

Arrowhead
United Way

United
Way



FUNDRAISING IDEAS



Denice Curtis
County of
San Bernardino
Probation

LIVE UNITED™

EVENTS

Successful campaigns have two things in common: Good Planning and Wide Participation. This brochure will help you with both.

Be creative and your fellow employees will look forward to the United Way campaign. Special event ideas include:

CEO Car Wash: Employees donate \$5.00 to watch the boss wash their car.

Tailgate Party: Hold a tailgate party with hot dogs, sodas, chips, and peanuts.

Build the World's Largest Sundae: Employees get messy building the world's largest sundae. Get ready for a whole lot of ice cream, bananas, and cherries.

Costume Party: It may not be Halloween, but your never too old to dress up.

Crazy Hat Day: Employees get to show off their craziest and funniest hats.

Karaoke Party: Whether you can sing or not, grab the mike and let your heart out.

Hawaiian Luau: Break out the Hawaiian shirts and dresses, and get ready to do the hula dance.





INCENTIVES

Have contests to get employees excited and give away promotional items from the United Way catalog. Popular prizes from the United Way catalog include:

- Coffee Mugs
- Can Holders
- Note Pads
- Bookmarks
- Magnets
- Pocket Calendars
- Sports Bottles
- Buttons
- Key Rings
- Baseball Caps
- Candy
- Tee Shirts
- Games and Puzzles
- Sun Shades
- Rulers
- Coin Banks
- Balloons
- Stadium Cups
- Insulated Lunch Bags
- Pens and Pencils
- Tote Bags
- Desk Clocks

**Call Us for a Catalog or
visit www.unitedwaystore.com**

Premier prizes for large and small contest budgets include:

- Cameras
- VCRs
- Camcorders
- Bonus Vacation Days
- Reserved Parking
- CDs and Videos
- Gift Certificates
- Extended Lunch Hours
- Theme Baskets
- Limo Service for 3 Hrs
- Cappuccino Makers
- Gym Memberships
- Dinner Cruises
- Televisions
- Weekend Getaways
- Cash
- Microwave Ovens
- Car Washes
- Catered Dinners
- Computers
- Tickets (Sports events, concerts, fairs.. Etc)

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GET THE WORD OUT

Help get the word out by showing off creative collateral materials. Take advantage of publications that your company produces. Other methods of communication include:

- United Way Brochures/Posters
- United Way Campaign Videos
- Personalized Videos
- Union Endorsed letters
- Flyers and Stickers
- E-mail and Voice Mail
- Napkins/Table Tents/Centerpieces
- Lobby Displays and Outdoor Banners
- Paycheck Inserts
- Giveaways
- Pre-Campaign Letter from the CEO
- Balloons and Pins
- Goal Charts and Thermometers
- Campaign Slogan and Theme Song
- Employee Cookbook
- Tee Shirts

Information to Publish:

- Announce Upcoming Campaign Events
- Campaign Committee Photo w/ Names
- Agency Tour Experiences
- Loaned Executive Highlights
- Featured Articles on Employees
- Stories of Individuals that have Benefited by United Way

FUN IDEAS

Themes:

- Hollywood or Movies
- Olympics or Sports
- Mystery
- Hawaiian
- Western
- 50's, 60's, or 70's
- Mardi Gras
- Superheroes
- Circus
- Television Shows
- OctoberFest
- Holidays

Contests:

- Spelling Bee or Trivia Contest
- Match Baby/Pet Photos to Manager's Photos
- Chili, Salsa, Cookie Cook-Off
- Waste Paper or Floppy Disk Free Throw
- Sporting Events
- Halloween Pumpkin Carving
- Miniature Golf/Putting
- Celebrity Look-A likes
- Karaoke or Lip Syncing
- Talent Show
- Bowl-a-Thon
- Bingo
- Executive Chair Race
- Scavenger Hunt
- Awful Tie

Got ideas of your own? Please share with us. For more information, consult your Arrowhead United Way representative:

tell (909) 884-9441

fax (909) 885-4096

website: www.arrowheadunitedway.org



GIVE THANKS!

Thanks:

- All Contributors
- All Employee Participants in Campaign Activities
- The Employee Campaign Chair and Campaign Team

Award Criteria:

- Highest Dollar Amount Contributed
- Greatest Percentage Increase in Contributions
- Department with the Most New Contributors
- Group with the Greatest Number of Givers
- Highest Attendance at Campaign Activities
- Most Campaign Spirited

How:

- Hold an awards Luncheon, Breakfast, or Reception
- Send Thank You Letters from the CEO
- Display Campaign Memorabilia
- Display Thank-You Posters
- Publish an Article in the Company Newsletter
- Implement an on-going United Way Awareness Program
- Present Awards at a Board or Staff Meeting
- Personally Visit Employees to Say, "THANKS"

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