

CAMPAIGN THEME IDEAS

Be a Superhero

Make employees feel special by recognizing them as “superheroes”. When you give your time or donate to United Way, you’re truly making a “super” difference in the community. Have management dress up in superhero costumes—display superhero related decorations—give action figures or superhero movies as a thank you or incentive.

Reality TV

Friendly competition and team building will engage adventurous employees in a fun, innovative way. Have a Survivor-themed rally, complete with tiki torches—hold adventurous contests like hot wing eating contest or a blindfolded obstacle course.

The Big Shot

As a variation on the standard thermometer graph to monitor agency progress, use a hypodermic-needle design. Great for hospital themes.

Raiders of the Lost Heart

Using a heart thermometer, each department represents a piece of the heart. You have met your goal when the entire heart is filled in.

UW Cookie Caper

Each pledge card is passed out with a cookie and the slogan "Help us bring in the dough."

Hawaiian Theme

Each person turning in a pledge card gets a plastic lei. At the end of the campaign, have a Hawaiian potluck where employees wear their leis and dress in Hawaiian shirts. Have a limbo contest. Use a palm tree as your thermometer.

1960s Theme

Dress up the '60's garb. Sell headbands, smiley face pins, tie-dyed shirts.

Holidays

Tie your campaign to a holiday (e.g., Labor Day, Halloween, etc.) Get them involved in a project such as a pumpkin carving contest or hold a Halloween costume contest. For Labor Day serve a “picnic style” lunch and charge admission.

Mardi Gras

Everyone loves a party, so why not model your campaign after the biggest party in the world-Mardi Gras. Invite a jazz band to play at your kickoff event. Hold a parade, float contest or sell bead-o-grams (beads with thoughtful messages attached.) Host a Canjun potluck.

Lights! Camera! Action!

Have employee's dress up as their favorite characters from game shows. (e.g., “Who Wants to be a Millionaire, Jeopardy, etc.) Ask questions regarding United Way. Have departments pick teams and pay a small entry fee. The team who wins will receive a prize.

Wild West Theme

Employees dress in Western clothes. Use a cactus as your thermometer.

Counting on You

Fundraisers featuring counting. Count the eye colors in the office. Count jelly beans in a jar. Pay to enter the counting contests, the winner gets a prize. Use Count Dracula's cape as a thermometer (great around Halloween).

Shoot for the Stars

Be a star, give to United Way. Use a star as a thermometer.

An Hour of Power

Use a stopwatch as a thermometer. Publicize what services are provided from a one hour's pay donation.

Exotic Locales

Whether you transform your campaign into a Hawaiian luau, African safari or the Australian outback, employees are sure to have a wild time. Encourage staff and volunteers to dress the part of locals. Host a lunch with theme-related food. Organize a hula-hoop contest.

A United Way Odyssey

Try an outer space theme or the world in the future.