



**United Way  
of Central Illinois**

## **UNITED WAY CAMPAIGN THEMES**

*A creative theme can really personalize your campaign. Try some of these great ideas. The possibilities are endless!*

### **BASEBALL: TEAMWORK**

Have hotdogs, popcorn, & cotton candy. Let staff take a break and watch part of the game on a big screen. Buy tickets from local teams to give away or get professional team tickets donated as a grand prize. Have a Casual Day for United Way and let your team dress in sportswear!

### **BEACH PARTY OR SUMMERTIME**

Decorate the office in blankets. Bring in beach balls and other fun toys. Offer beach favorites (fruits, smoothies, ice cream, etc.). Have an employee cookout. Have a lemonade stand fundraiser. Offer tickets or passes to summer attractions as incentives. Don't forget to include a Casual Day for United Way and let your team dress in shorts and flip-flops!

### **CARNIVAL OR STATE FAIR: STEP RIGHT UP**

Have a carnival or state fair for those who can't get enough, complete with games & food. Bring lemonade shake-ups and hot dogs for concessions. Have a fried food contest. Hire face painters and have carnival games. Have Illinois State Fair passes or Grandstand show tickets as incentives.

### **COLORING: COLOR THE WORLD A BETTER PLACE**

Hang a large banner with an inspiring message on it; employees can color a section of it on their breaks. Sell coloring packets and have adult coloring time as an in-house fundraiser! Have a Paint Night as an after-hours fundraiser.

### **DECADES: WE LOVE THE 80S**

Hold a 60s/70s/80s/90s movie marathon Friday as an incentive. Bring a karaoke machine to your rally. Have a "worst outfit" contest on your Casual for a Cause Day!

### **FOOD WARS: BE A STAR**

Hold a cooking competition (cupcake wars or chilli cookoff) and sell tickets that can be used to vote. Borrow United Way aprons from our campaign toolkit for the cooks. Hold a plate sale (sell the plate as a fundraiser, but the food is free). Have a dinner for two as the grand prize.

### **MAGIC: THE MAGIC IS YOU**

Bring some fun into the office with a magician. Hold a magic party complete with food, music and lots of magic tricks. Make it even more fun by holding a contest for employees to show off their best magic tricks.

### **OLYMPICS: GO FOR THE GOLD**

Host an office Olympics with elevator or chair races. Arrange your departments or teams by countries to compete. Have an opening and closing ceremony for your campaign kickoff and wrap-up meetings. Award Gold, Silver and Bronze medals at your closing ceremony for help with the campaign.

### **STARS: BE A STAR IN SOMONE'S LIFE**

Host an Oscar night complete with red carpet and the paparazzi. Have a used DVD/Blue Ray sale and celebrity look-a-like contest as fundraisers. Have movie passes as incentives. Don't forget concession sales (popcorn, movie theater candy, soda). Hold your campaign wrap-up as an award ceremony: and the award goes to...staff, departments, teams!

### **SUPERHERO: BE A HERO**

Ask senior leadership to dress up in a superhero costume for your campaign meeting. Display superhero-related decorations. Give action figures as a small thank you or incentive. Give out movie passes for superhero movies. Have a life-size cardboard cut-out that staff can take pictures of themselves behind and share these on your company's social media sites!

### **VOLUNTEER: IMAGINE WHAT WE CAN DO TOGETHER**

Teamwork is always important. Gather employees to complete a task or volunteer project. Hang pictures around the office of teams or groups that have made a difference in our community. If you can't arrange for a group activity, have everyone share a picture of where they volunteer and why. Also, translate your effort in to economic terms. *Did you know that the value of a volunteer hour was \$25.95 in Illinois in 2016?*