

# Campaign Themes

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## BE A HERO

Promote the United Way campaign by using the concept of being a hero in your community by investing in United Way. Highlight employees who volunteer in the community as a movie or comic book superhero or make up your own. Display Days of Caring pictures on a poster. Serve “hero” sandwiches at your kickoff or thank you event.

## LIGHTS! CAMERA! ACTION!

Have employees dress up as their favorite characters from movies or TV shows. Incorporate movie plots or famous lines into flyers and e-mails. Raffle off movie tickets and gift certificates for DVDs.

## CARTOONS

Break employees into teams named after popular cartoon shows (Flintstones, The Simpsons, Mighty Mouse, etc.) to see who can raise the most money. Hold a “Name That Tune” challenge at the kick-off, where employees compete to see who can guess cartoon theme songs.

## ARE YOU SMARTER THAN . . . ?

At the campaign kick-off have employees compete with executives in a fun question and answer game. Base questions on United Way information (United Way has played this game! Contact Karen McKeever at [karenmc@uwberks.org](mailto:karenmc@uwberks.org) for instructions and information). Consider a Day of Caring project that involves working with children.

## MAKE MAGIC IN OUR COMMUNITY

Hold a magical kick-off complete with fortune tellers and magicians (use your own employees or committee members and discover some hidden talents). Divide employees into groups and have them participate in Harry Potter-type challenges. Leave small treats on employees’ desks throughout your campaign with notes explaining the magic their gift will create in our community.

## WIZARD OF OZ

Instead of using a thermometer, track your campaign progress with a yellow brick road. Consider having managers dress up as their favorite characters at the kick-off. A Wizard of Oz theme basket (copy of the movie, books, lollipops, apples, slippers, etc.) would make a great door prize or incentive.

## PAINT A BETTER FUTURE

Use invitations shaped like a paint brush or that look like they have been paint splattered. Make posters for the break room that resemble the invitations. Consider a Day of Caring project that involves a painting project for your employees.

## WE’VE GOT TALENT

Show off your office’s diverse skills by having employees showcase their talents at the United Way kick-off. Have managers or various departments compete to see who is the most talented. Employees can choose the winner by dropping their completed pledge card in their favorite performer’s box. The winning act can perform an encore at the thank you event.