



younes
HOSPITALITY

2024-2025 Campaign Sponsor



United Way
of the Kearney Area

Making Your United Way Employee Campaign transformational!

Community transformation begins with your Employee Campaign. But running a fundraising campaign at your workplace doesn't need to be boring, in fact, it can be leveraged to increase team camaraderie and moral for a great cause.



IDEAS

In this packet you will find ideas you can use to make your campaign a success.



SUPPORT

Please reach out to our office if you have questions. We want to partner with you.



RESOURCES

We're happy to provide you with speakers, brochures, posters and even swag. Let us know what you need.

Keys for Success

01

Make a plan.

Recruit people to help plan. Choose events that make sense to your organization. Create a timeline and assign everyone a role.

02

Have fun.

Keep your employees, and even your customers, engaged with challenges, fun activities and lots of prizes. Playing and laughing is good for the soul!

03

Report and thank.

Be sure to report results to your team. Send United way photos of your events. Send thank you notes to everyone who helped.



Campaign Ideas

Themes and Special Events

These can be a fun component to your campaign and help raise money and awareness.

Event Timing

Hold events after employee's pledge forms are completed so that the events do not diminish payroll or cash donations. Plan times for events surrounding payday and during times that are accessible for all or most employees.

Things to Think About

- + What do you want to accomplish?
- + How much time is needed to organize it?
- + What is your budget?
- + What types of events do your employees like?
- + How can you involve your customers?
- + What resources do you already have?



CREATE AWARENESS

Your employees need to know *why* before they care about *what* or *how*.



HOST A SPEAKER

Bring in a speaker from United Way to share stories about the impact of donations made to the campaign. This is powerful and worth the time invested. If that does not work, a video is another option.



USE MARKETING MATERIALS

Use the campaign materials provided. These including brochures and pledge forms, stickers, email templates, and bathroom posters. People are busy and forget; reminders are appreciated!



DO AN AGENCY TOUR

If possible, have your leadership or small groups visit the agencies supported by United Way to see the work first hand. Work with United Way to schedule this.



VOLUNTEER PROJECT

The best way to encourage generosity is to allow your employees to see the benefit first hand. Do a volunteer project for one of the agencies to get even more involved in their work.

If you feed them, they will come!

- 1 Soup for the Soul**
Like a chili contest, but any kind of soup. Pay \$10 for all you can eat soup.
- 2 Food Truck Lunch**
Invite a food truck for your employee's lunch break. Ask them to donate a portion of their sales to United Way.
- 3 Mobile Snack Cart**
Ask for donations of individually wrapped snacks. Wheel a cart to individual offices during the day for a snack break.
- 4 Coffee Cart**
Bring in fun syrups and creamers to add to coffee for a small donation.
- 5 Ice Cream Social**
Who doesn't love ice cream? Offer scoops of ice cream for \$1-\$2 and toppings for 50 cents each.
- 6 International Food Day**
Employees bring treats from around the world. Employees purchase tickets to redeem for these treats.
- 7 Nacho Party**
\$3 per serving of chips and dip!
- 8 Popcorn and Pop**
Sell popcorn and pop in your lounge or invite customers to take part by hosting in your lobby.
- 9 Cookie Jar Auction**
Ask for donations of cookie jars filled with homemade cookies and auction them off.



INCENTIVES AND PRIZE IDEAS

- + Bonus vacation days
- + Movie passes
- + Swag items
- + Two- hour lunch break
- + Gift cards to local restaurants
- + Lottery tickets (or make your own!)
- + Sleep-in or leave early pass
- + Gift basket or goodie bags
- + Pie or dunk an executive

ACTIVITIES & EVENTS

Dress Down (or Up) Day

Sell employees the right to dress casual or by a specific theme for a day, for example: Ugly Shoe Day, Disney Day, Sport Team Day.

Auction

Auction off staff services (babysitting, oil change, etc) parking spaces, or donated merchandise.

Book Exchange

Ask for donations of used books. Sell them for \$1-\$2. Donate any remaining to a Free Library.

Yoga Session

Ask a yoga instructor to donate a session. Employees can participate for \$25.

Spa Day

Hire (or have donated!) a masseuse for chair or hand massages at employees' desks for \$15.

T-shirt Fundraiser

Create your own campaign shirts and sell with a mark up.

Lunch hour BINGO

Bingo winners pick a donated dessert.

GAMES AND COMPETITIONS

Cornhole Tournament

\$20 per team. Use donated items for prizes to winners.

Mini Golf

Set up a mini golf course using office supplies and furniture. Pay \$5 for 9 rounds.

5k Event

Ask for donations of used books. Sell them for \$1-\$2. Donate any remaining to a Free Library.

Prank War

Sell employees licenses to prank coworkers and insurance against being pranked. Pranks must be approved.

Penny War

Collect change to donate to United Way. Departments can sabotage others with silver coins or bills. Most pennies win!

Trivia Contest

Participants pay to enter and can purchase mulligans for an extra donation.

Paper Airplane Contest

Employees create their own paper airplane and enter them in a contest for a fee.

Mini-Indy 500

Set up a track for race cars. Teams can be sponsored to compete. Spectators place bets on the winner.

Office Door/ Cubicle Decorating Contest

Employees decorate their door or cubicle. You can pick a theme or allow them to decorate as they wish. Votes for best decor are \$1 each.

