

# Sample Workplace Campaign Schedule: One Week

## MONDAY | Campaign Kickoff

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, a United Way representative, or a nonprofit partner. Tip: Incentivize employees by providing food and/or raffling off a prize to attendees.

## TUESDAY | Campaign Activity

Compete in a quiz about coworkers, your company, the United Way, your company's campaign theme, or any topic for a chance to win a prize. Other activities could include photo competitions like pet matching, baby matching, or an office or virtual scavenger hunt. Tip: Suggest a small donation amount to participate in campaign activities.

## WEDNESDAY | Volunteer Day

Encourage employees volunteer with a kit pack activity, collection drive, or by heading out to a nonprofit partner to volunteer. United Way can help plan this volunteer activity.

## THURSDAY | Campaign Activity #2

For another campaign event, use time to your advantage. Popular fall activities include a pumpkin carving competition, chili cook-off, Halloween costume contest, cookie baking contest, and more.

## FRIDAY | Closing Celebration

Celebrate a successful campaign, and encourage last-minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

## ALL WEEK | Auction

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

### Campaign Themes

- Decades (80s, 90s)
- Carnival
- Fall & Halloween
- Being a Kid
- Superheroes
- Night at the Movies

### Campaign Incentives

- Premiere parking
- Time off
- Food, coffee, treats
- Company swag

### Communicate Daily

- Ask employees to share why they give
- Share success stories and videos
- Use the sample communications and campaign materials

# Sample Workplace Campaign Schedule: **Two Weeks**

## **MONDAY** | Campaign Kickoff

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, a United Way representative, or a nonprofit partner. Tip: Incentivize employees by providing food and/or raffling off a prize to attendees.

## **WEDNESDAY** | Live United Week

Encourage your employees to post on social media, using prompts and hashtags to share your message across networks.

## **FRIDAY** | Early Bird Drawing

Provide an extra incentive for those that donate by the end of the day. Add donors' names to a drawing for an extra PTO day, Coffee with the Boss, or a Flee at 3 Coupon!

## **MONDAY** | Volunteer Day

Provide several volunteering opportunities in-person or virtual. United Way can help plan a kit pack activity, collection drive, or an event at a nonprofit partner.

## **WEDNESDAY** | Special Event

Compete in a quiz about coworkers, your company, United Way, or a topic that goes along with your theme! Other activities can include bingo, a virtual scavenger hunt, or a chili cook-off.

## **FRIDAY** | Closing Celebration

Celebrate a successful campaign, and encourage last-minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

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### Campaign Incentives

- Premiere parking
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### Communicate Daily

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# Sample Workplace Campaign Schedule: One Month

## WEEK 1 | Campaign Kickoff

Host an all-company kickoff to share the importance of United Way! Speakers can include company leadership, a United Way representative, or a nonprofit partner. Tip: Incentivize employees by providing food and/or raffling off a prize to attendees.

## WEEK 2 | Live United Week

Encourage your employees to post on social media, using prompts and hashtags to share your message across networks.

## WEEK 3 | Volunteer Week

Provide several volunteering opportunities in-person or virtual. United Way can help plan a kit pack activity, collection drive, or an event at a nonprofit partner.

## WEEK 4 | Closing Celebration

Celebrate a successful campaign, and encourage last minute donations, by bringing your team together for a final day of fun! This can include a potluck lunch or cookout, virtual games, awarding raffle prizes, and sharing the impact of your donations.

## ALL WEEK | Auction

Ask employees to donate items or skills and host an online auction as a way to raise additional funds. Auction items can include a donated photography session, babysitting, home cooked meals, an extra vacation day, and more.

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