

› Creative Fun Ideas

For Your Workplace Campaign

An excellent way to get employees into the spirit of giving is to offer activities that are both exciting and engaging.

Special events and activities are an easy way to increase your company's campaign dollars and to rally your employees to have fun for a good cause. And the best part is knowing that all of the proceeds from special events help make our community stronger by improving lives.

Cascade Engineering / Fred's Big Give: Modeled after Oprah Winfrey's *Pay it Forward Challenge*. Cascade Engineering owner Fred Keller gave \$100 in seed money to three teams with the challenge to grow the funds over a 3 week time period. At the end of 3 weeks, that investment of \$300 grew to more than \$1000 for United Way. Some of the efforts dreamed up by the 3 teams included:

— *Ladies of Soul Food*, employees collected orders, cooked delicious food (Lasagna, chicken, Mexican corn bread, desserts...) and delivered meals to every plant weekly for 3 weeks.

— *Rib Cook-Off*, a long standing competition between employees to determine the best rib recipe resulted in a cook-off where staff paid \$5 for a BBQ lunch and judges awarded the title of Rib King 2009.

Wolverine World Wide: held a variety of events to generate energy, interest and fun in their 2008 campaign. Events included: a staff-wide Talent Show; a Super Mega Shoe Sale for pre-Holiday shoppers; a Silent Auction and an Executive Dunk and Lunch where staff paid to include executives on the 'dunk list' and then lined up to unseat them into the dunk tank. All proceeds went to United Way and the events brought enthusiasm and excitement to their annual campaign.

Grand Rapids Community College: hosted a festive Street Fair downtown in support of United Way that included live music, arts and crafts vendors and great food. The Street Fair attracted students, GRCC employees and lunchtime shoppers with proceeds benefiting United Way.

Fishbeck, Thompson, Carr & Huber: raises funds during the warm weather months for United Way with monthly lunch BBQ's. During January's wintery blast, they transition to a comfort food cook-off. Volunteers bring in their favorite comfort food dishes and staff pay \$4 for a great opportunity to try new foods and support United Way. All participants vote on the best dish and the winning chef receives a prize along with bragging rights for the year.

A special event can reflect your campaign theme or just stand on its own. Some ideas include cookoff competitions, singing or dancing competitions, physical fitness activities, or fun trivia-type games. The only limitation is your imagination, so be creative and have a great time!



Heart of West Michigan
United Way