

Fun Campaign Themes

Get in the Game Team Challenge – The object of this theme is to build good working relationships between employees, build morale and encourage teamwork. Some ideas include:

- Jersey Day – wear your favorite team jersey or colors to work.
- Hold a kickoff party complete with sports drinks and tailgate food (wings, hotdogs and burgers, chips and dip).
- Compete in games or sports trivia competition.

Heroes for Change – This theme demonstrates to employees that they are superheroes when participating in a United Way campaign! Send specialized ‘Thank You’ notes (complete with a superhero name and superpower) that reflect the work of employees who have been true heroes throughout the campaign. Whether they have donated, volunteered or campaigned throughout the office, be sure to let them know that their hard work has not gone unnoticed. Other ways to incorporate this theme include:

- Having senior management dress as a superhero.
- Decorate your desk with your favorite superhero’s emblem.
- Give action figures as a thank you.

Lend a Hand – “Lend a Hand” is a great way to actively get your employees involved in their community while they see the value of their contributions.

- Create a banner employees can paint their handprints on.
- Cut out paper hands that employees can write what they’ve done for the community or to tell personal stories congruent with United Way’s mission.

The Kid in All of Us – This theme reminds employees who they are campaigning for; children and their families. Whether its helping kids enhance their early educational experience or helping mom and dad create a safer, more financially stable home, this theme should reflect the joy and carefree spirit of being a kid.

- Allow employees to make suggestions for their favorite childhood games.
- Decorate with toys and cartoon characters displays
- Treat employees to an ice cream party.

