



Below are a few suggestions to increase employee participation in the Heartland United Way campaign! Each of these are based on Heartland United Way's 4 Impact Areas. Of course these are just a few ideas – feel free to implement your own creativity to best suit you & your team! Have fun with it! Thank you for all you do!

HEALTH – “Well-Being at Work”

1. **Breakfast/Dessert Bar Fundraiser** – Employees bake & bring breakfast or dessert items to the breakroom for the staff to sample/enjoy. Employees can vote for their favorite by paying a price per vote. Winning food item receives “best baker” award & can brag for the entire year. 😊
2. **Workout Clothes for a day** – Forget dressing up! Those who make a donation to the United Way campaign can wear appropriate comfortable workout clothes for a calendared day!
3. **Game it up!** – Teams can enter to compete in a fun obstacle course, sports game, or step challenge within the workplace. Winning department can earn a prize of the workplace's choice! Entry fees for this contest/game go to support Heartland United Way!
4. **Share the love!** – Get your marketing team involved! Teams can request a special social media post highlighting a coworker for their dedication & efforts to your workplace. Charge a cost per post, with all proceeds going towards Heartland United Way!
5. **Mindfulness Moment Breaks** – Offer a drawing to win an extended lunch, early leave, late arrival, or day off of work! Proceeds from entry tickets support the United Way.

YOUTH OPPORTUNITIES – “Invest in the Next Generation”

1. **Bring your child to work day** – Those who make a donation to the United Way campaign by this calendared/planned day can spend a day showing their son or daughter around the office/what your career field entails! (Bonus if you are bringing along a Boy Scout, Girl Scout, Teammate, or “Little”!)
2. **Younger Portrait Challenge** – Gather photos of office employees from their younger days. Create a “quiz” seeing if people can identify who is who! Charge a “fee” to complete the quiz, with all proceeds benefiting Heartland United Way. Winner of the challenge can receive a fun prize of the workplace’s choice!
3. **Paper Airplane Contest** – Entry fees go to support United Way; best design and longest flight win prizes as set by your workplace!
4. **Generation Lingo Challenge** – Create a fun challenge mixing coworkers of all ages. Charge an entry fee & have teams Compete to see who can identify terminology from every era of time. Whichever team wins earns a fun prize of the workplace’s choice!
5. **New Skill Challenge** – Enter this challenge with an “entry fee” that goes directly to the United Way! Choose a timeframe for each employee to learn a new skill! They must demonstrate success in the new skill and then select judges will choose which skill wins! Winning Skill earns a prize as set by the workplace.

COMMUNITY RESILIENCE – “Stronger Together”

1. **Puzzle for a Purpose** – Teams pay an entry fee & race to complete puzzles; pieces can only be “earned” by completing small service challenges (e.g., writing thank-you cards to veterans, volunteering for an hour, etc). Entry fees are then directed to the Heartland United Way.
2. **Mid-Day pick me up!** – Bundle snack & drink beverages together & make the bundles available for purchase. Employees can purchase bundles to then be delivered to a coworker of their choice! All proceeds go to the United Way!
3. **Locomotion of Change!** – Gather your employees for a fun (low entry fee) challenge! This challenge requires employees to name the streets of 10 buildings in the community (buildings are pre-determined and everyone takes the challenge at the same time – no phones/maps can be used)! Whichever person gets the

most correct, wins a prize as decided on by the workplace! Entry fees go to support the Heartland United Way!

4. **Mystery Mission** – Employees receive a sealed “mission envelope” with a quick volunteer or giving challenge to complete before the end of the day. If complete, they can enter a drawing for a prize of the workplace’s choosing.
5. **Sing out for a Cause!** – The employee roster is printed, and each employee is considered the next company superstar! Employees donate money to the employee they’d like to see sing a song of choice at the next staff meeting. Whichever coworker has the most funds raised will sing at the next staff meeting, and all money raised goes to support the United Way!

FINANCIAL SECURITY – “Building Futures”

1. **100% Goal** – Set a goal to have 100% of employees participate in the annual campaign! If the goal is met, decide a reward for the company!
2. **Campaign Goal Award** – Teams can display the United way thermometer showing collective progress toward a fundraising or campaign target. If workplace meets the campaign goal, a prize as decided on by the workplace will be awarded to all employees!
3. **Split the Pot** – Set a price per ticket & have employees purchase tickets to enter to Split the Pot. Winning ticket gets half the proceeds, and the other half goes to the Heartland United Way!
4. **The Price is Right** – Gather items from the grocery store and bring your group in to the conference room. Employees can guess the prices of the items a price per entry card (no phones/cheating)! The number of items is the number of winners – first closest to the total price gets their first pick of the items that were up for price check! All proceeds to enter the game go to the United Way! (Bonus, you can do this with school supplies, instead and the 1 winner with the closest to total gets to decide a local school or teacher to donate the backpack of school supplies to)!
5. **You’ve got Skills!** – Members of your workplace can bring something they have made. This item will be auctioned off for other coworkers to purchase. Half of the proceeds from that item go to the coworker & half go to the United Way!