

SPECIAL EVENT GUIDE



GIVE. ADVOCATE. VOLUNTEER.

**United Way
of Kenosha County**

www.kenoshaunitedway.org

LIVE UNITED

**United
Way**



SPECIAL EVENTS – FUN THEME IDEAS

Other Ideas:

- Health and wellness
- **LIVE UNITED**
- Be a superhero!
- Get in the Game
- Lights! Camera! Action!
- Teaming up for our community
- Make a world of difference
- Expressions of hope
- Dare to care
- Fall festival
- Pirates of the Caribbean
- Under the Sea
- Take a walk on the wild side! (safari)
- Hollywood
- Indy 500 or NASCAR
- Renaissance Fair
- New York! New York!
- Mardi Gras
- Shoot for the Stars
- Hawaiian luau
- Party in Paris
- Academy Awards/Red carpet
- Political scandal
- Mystery theme
- Olympics
- Back to School
- Christmas in September
- Carnival
- 1960's, 1970's, or 1980's
- The Great Outdoors
- Grease (The movie)
- Music Mania
- Chocolate Heaven
- Space Odyssey

- Give United so others can **LIVE UNITED!**
- Only in Wisconsin! Highlight those things unique to the Badger state: cheese curd building structures, Packer party, Klement's Sausages race, Kringle sale, Polka dancing contest, guess what shows/movies take place in WI, design your own Harley or ride your Harley to work day, Where in WI is--?
- Redneck Games – toilet seat horseshoes, mud pit tug-of-war, hubcap toss
- Use a popular TV show as the theme: Glee, Mad Men, Cupcake Wars, Survivor
- Building for our future – Offer volunteer opportunities, hold a LEGO building contest
- United Way 007 – In pursuit of \$5.4 million
- Las Vegas – tie in the “What happens in Vegas...” theme to “What’s raised in Kenosha County, stays in Kenosha County”
- Wild Wild West – Lasso contest, pan for gold, best boots contest. Hold a chili contest. Serve BBQ's for a kick-off event. Use a cactus for a thermometer.
- Sports – hold a tailgate party. Have a playing field with players advancing towards the goal. “Go the extra yard- Give” Hold contests between Packers and Bears or Brewers and Cubs fans! Make the loser dress in gear from the other team.
- Battle of the Sexes: It's the men against the women in the company to see which one gets the highest percent participation. At the kick-off meeting, have a short game show in which two men and two women “volunteer” to be contestants. Women have to answer questions about topics that men know a lot about, and vice versa.



SPECIAL EVENT - RAFFLE GUIDE

Raffles are a fun and easy way to involve your employees in a United Way Campaign. Tickets can simply be sold or they can be given out as incentive for donations throughout your campaign. Prizes can be donated by staff or an outside source. Some ideas have included tickets to sporting events, themed gift baskets, a day off or a gift certificate. Advertise in advance with posters or memos and position ticket booths in key areas.

Raffles conducted to benefit United Way of Kenosha County must be pre-approved by United Way staff. Raffles are highly regulated by the State of Wisconsin so please review the guidelines prior to holding a raffle and familiarize yourself with all the regulations as set forth by the Wisconsin Division of Gaming - Office of Charitable Gaming.

Raffle definition: A Raffle is a game of chance in which tickets are sold and a drawing for a prize(s) is held. A Raffle is NOT a sweepstakes or lottery involving random numbers to determine a winner. Purchasing a raffle ticket(s) does not guarantee a return and the cost of a raffle ticket(s) is NOT tax deductible.



TYPES OF LEGAL WISCONSIN RAFFLES

Advanced Ticket Sale Raffle - Requires Class A License

- Tickets cannot be sold more than 270 days before drawing
- Need not be present to win
- No raffle ticket may exceed \$100 in cost
- Phone, internet, mail or any other form of non face-to-face sales of raffle tickets are prohibited
- Ticket purchaser must complete the drawing stub face-to-face and be given their receipt portion of the ticket at time of payment
- Raffle drawings must be held in public
- Must be able to provide a list of prize winners
- If the raffle is cancelled the organization shall refund the receipts to ticket purchasers
- These rules apply to 50/50 Raffles as well
- Raffle tickets must be identical in form and include certain information like consecutive numbering, license # issued, sponsoring organization name. United Way can provide further details.

Same Day Ticket Sale Raffle - Requires Class B License

- Must be present to win
- All raffle tickets must be identical in form
- Tickets do not need to be numbered consecutively
- Raffle ticket may not exceed \$10 in cost
- Raffle drawings shall be held in public
- Prior to the drawing the time of the drawing and the prizes to be awarded shall be posted
- If the raffle is cancelled the organization shall refund the receipts to ticket purchasers

If your organization wishes to hold a raffle, please contact United Way at 262-658-4104.

SPECIAL EVENTS – KICKOFF IDEAS

Casual Day

Cost: Low
 Difficulty: Low
 Purpose: Fundraiser & awareness

Casual Days are very simple to run. Make sure you get permission from management. Charge employees \$1 or \$5 to dress casually on the designated day. Employees can wear a sticker that says they are dressed casually in support of United Way. Request casual day stickers from United Way staff.

Chocolate Kickoff Rally

Cost: Low
 Difficulty: Low
 Purpose: Awareness

Print gold paper candy bar wrappers with the employee-giving theme. Put the wrappers on chocolate candy bars and distribute at kickoff. See our online toolbox for a candy wrapper template.

Horse Race

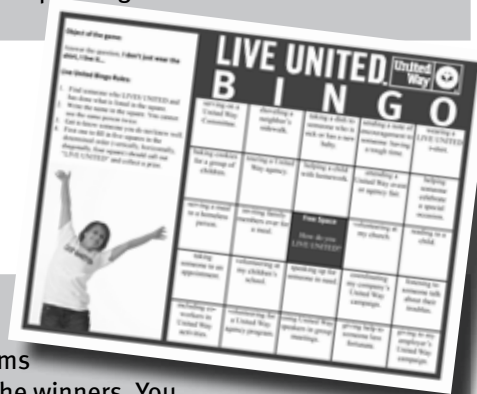
Cost: Low
 Difficulty: Low
 Purpose: Awareness & fundraising

Draw a mural of a racetrack and display it in a high-traffic area. Have horse cutouts representing each department. Advance horses on the track as dollars and/or participation rates increase in each department. Award prizes to all departments that meet dollar and/or participation goals.

Live United Bingo

Cost: Low
 Difficulty: Low
 Purpose: Awareness

Use LIVE UNITED Bingo form available on our online campaign toolbox. Employees complete squares by learning how others Live United. Award raffle tickets or small prizes to the winner.



Scavenger Hunt

Cost: Low
 Difficulty: Low
 Purpose: Team building & awareness

Hold an office scavenger hunt. Split into teams (perhaps by department) and have employees search for a few items during the lunch hour. Award a prize to the winners. You can also hold scavenger hunt electronically with questions about United Way and the agencies we fund.

Survivor

Cost: Medium
 Difficulty: Medium
 Purpose: Team building & awareness

Create tribes (teams) to compete throughout your campaign for prizes. Hold luxury challenges each day where groups compete mentally or physically for a treat such as soda, candy or raffle tickets. Some suggestions for luxury challenges include the following: United Way quiz, office mini-putt game, trivia game or a scavenger hunt.

Volunteer Event

Cost: Low
 Difficulty: Medium
 Purpose: Awareness

Work with United Way staff to organize a volunteer event at one of our Partner Provider agencies.

Where in the County is Your CEO?

Cost: Low
 Difficulty: Medium
 Purpose: Awareness

The company CEO or president can visit five different United Way agencies and get their picture taken there. Be sure not to show the agency name (unless a clue is needed). Share one photo with employees each day and they can guess the correct agency to win a prize. This game is fun and shows employees that their CEO/President is a supporter, and gets them to read through the marketing materials. *Example: (CEO's name) is pictured at an agency that helped 125 people last year. All correct answers are entered into a drawing. Use information from the campaign materials for your answers.*

Who Wants to be a Millionaire?

Cost: Low
 Difficulty: Medium
 Purpose: Awareness

This event is based on the television game show. This is a great way to increase United Way knowledge among staff. Instead of Who wants to be a Millionaire you could play Wheel of Fortune, Trivial Pursuit or Jeopardy. Ask United Way staff for trivia information.

SPECIAL EVENTS - FUNDRAISERS

Airplane Toss

Cost: Low
Difficulty: Low
Purpose: Fundraiser

Throw paper airplanes through a hula-hoop, charge per throw. You may have to show them how to fold the airplanes, but lessons will cost. This is a great event if you have a big engineering department.

Auction

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Ask employees to donate an item to be auctioned off. Items can include old items from home, a service (e.g., car wash) or handmade item (e.g., baked goods or crafts). Advertise your auction well in advance and combine it with a potluck lunch.

Baby Picture Contest

Cost: Low
Difficulty: Low
Purpose: Fundraiser

Post employees' baby pictures and sponsor a contest to guess who's who. Have employees purchase chances to guess. Can also be done with pictures of pets.

Bake Sale

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Many organizations hold bake sales to raise money. Ask employees to bring in baked goods for the event. Package in individual serving sizes for a mid-day snack. Advertise well in advance of the bake sale with posters, flyers and e-mail. Don't forget to recruit volunteers to help with set-up, serving and clean up.

Balloon Pop

Cost: Low to Medium
Difficulty: Low
Purpose: Fundraiser

Blow up balloons and place a numbered ticket in each balloon. Participants purchase balloons and pop them to win a prize. Balloons may be placed around the office to create a festive atmosphere or put balloon bouquets on a cart and take to each person's work station.



Barbeque

Cost: High
Difficulty: High
Purpose: Fundraiser

A barbeque is a common component of United Way campaigns. To make your barbeque successful advertise the items that will be served and sell tickets well in advance so that you can determine how many hamburgers (or hot dogs, steaks, etc.) you will need. Encourage management to cook.

Candy Grams

Cost: Low
Difficulty: Low
Purpose: Fundraiser

It doesn't take much time to organize a candy-grams fundraiser, but it can end up raising a lot of money. Sell candy grams to employees for a small fee and deliver them on the last day of your campaign. Try to pick a treat that ties into your campaign. For example, you could use Halloween candies if there is a Halloween theme. Bulk stores sell a wide variety of shaped gummy treats.

Casino Night or Poker Tournament

Cost: Medium
Difficulty: High
Purpose: Fundraiser

If your campaign is going to have gambling, sell employees tokens/chips to play the games. When they decide to cash out, have them swap the chips for prizes instead of money. Set up poker games, black jack and craps.

Chili Lunch or Cook-off

Cost: Low to High
Difficulty: Medium
Purpose: Fundraiser & team building

Invite employees to bring in a batch of their best chili, then have co-workers judge each chili based on taste, texture and fire value. Advertise in advance with posters, memos and e-mails. To help the luncheon run smoothly, sell tickets in advance. Provide rolls and salad. Charge an entrance fee and tasting fee.

SPECIAL EVENTS – FUNDRAISERS

Coffee or Bakery Cart

Cost: Medium
Difficulty: Medium
Purpose: Fundraiser

Arrange for volunteers to bring a coffee and snack cart throughout the office one day. Advertise it in advance. Solicit donations of coffee and snacks from suppliers or ask co-workers to contribute baked goods. If you do have to purchase items, make sure you sell them at a profit.

Decorating Contest

Cost: Medium
Difficulty: Low
Purpose: Fundraiser

Host a decorating contest and charge participants to enter or charge employees to vote on a winner. Items to be decorated could include an office, a piggy bank, a toy car, a t-shirt or anything else you can think of!

Email Bingo

Cost: Low
Difficulty: Low
Purpose: Fundraiser

Email bingo can take place all day unlike traditional bingo. Sell bingo cards to email users. Throughout the day, call out bingo numbers using email. The first email user to get bingo should then notify everyone, either through email or the phone intercom. Solicit contacts/suppliers for prize donations or use raffle tickets.

Employee Talent Show

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Hold a talent contest. Charge an entry fee for contestants or audience members and award prizes.

Executive Car Wash

Cost: Medium
Difficulty: Medium
Purpose: Fundraiser

Ask members of the senior management team to wash cars during one lunch hour. Hold the car wash in the parking lot and charge employees \$3 or \$5 to have their cars washed.



Farmer's Market

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Ask employees to bring in extra items from their gardens. Allow employees to purchase fresh home-grown produce.

Games (Carnival Style)

Cost: Low to Medium
Difficulty: High
Purpose: Fundraiser

Set up old-fashioned carnival games such as a ring toss, fish pond and balloon dart-throw. You can purchase inexpensive prizes through Oriental Trading. Award prizes to the winners of the “games of skill”.

Get out of Jail for a Fee

Cost: Low
Difficulty: Medium to High
Purpose: Fundraiser

Give employees the opportunity to send other staff members to “jail” during their lunch hour or coffee break. Have someone on the campaign team act as warrant officer. Employees can purchase a warrant for the arrest of a co-worker at a cost of \$5. The warrant officer then advises the prisoner-to-be that there is a warrant for their arrest. The individual may then pay bail to avoid jail time (\$5). You may want to limit the number of times each person can be arrested!

Indoor Mini-Golf

Cost: Low
Difficulty: Medium to High
Purpose: Fundraiser & team building

Advertise in advance for foursomes to enter (BYOP - Bring your own Putter) and charge a flat fee for entry. Set up the mini-golf game throughout the hallways, offices, elevators, etc. Be creative and construct water traps (buckets) and sand traps (popcorn). The lowest score wins. Make it more challenging by substituting marshmallows for golf balls!

SPECIAL EVENTS - FUNDRAISERS

Media Sale

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Arrange for staff to donate used articles, such as books, DVDs, or video games, for your media sale. Have volunteers price, sort and set up display tables.

Penny Wars

Cost: Low
Difficulty: low
Purpose: Fundraiser

This event can last the duration of your campaign. Have departments compete to collect the most pennies. For an interesting twist, you can make it so that other types of coins are worth negative points. For example, a nickel would cancel out five pennies. This allows people to “sabotage” other teams while raising more money for United Way.

Pie Toss

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Recruit management to help you with this carnival classic. Give employees the opportunity to toss whipped cream pies or damp sponges at willing volunteers for a dollar or two. Make sure that targets wear garbage bags to protect their clothes.

Potluck Lunch

Cost: Low
Difficulty: Low
Purpose: Fundraiser & team building

Ask each staff member to contribute a dish for a potluck luncheon. Make a sign up form ahead of time to ensure a mix of salads/starters, main courses, drinks and desserts. Give it a multicultural twist by requesting dishes from all over the world. Charge a small fee to eat.

Pumpkin Carving Contest

Cost: Low
Difficulty: Medium
Purpose: Fundraiser

Put together a team of carvers or individuals. Set different categories for judging (most creative, scariest, funniest, etc.). Charge teams/individuals to enter or charge people to vote for their favorite.

Puppy Love

Cost: Low
Difficulty: Low
Purpose: Fundraiser

Have employees pay for a chance to try their luck at matching a pet picture to its correct owner. Award a prize to the contestant with the most right answers and provide a small prize to the owners who look the most like their pets!

Something-a-Thon

Cost: Medium to High
Difficulty: Medium to High
Purpose: Fundraiser & awareness

Walk-a-thons, Dance-a-thons, Skip-a-thons and other “Marathons” are popular events. Have participants collect pledges for your event based on the number of hours danced or miles walked.



Tacky Toilet

Cost: Low
Difficulty: Low
Purpose: Fundraiser

Inspire competition between branches or departments. Put a toilet on a platform, with a plexi-glass lid with a slot under the seat. Employees must fill the bowl with change before they can pass it on to the next location. Each location must add a “tacky” decoration (such as a hula girl, etc.) to the toilet before they pass it on. Post a sign saying “Don’t flush your money away, Give to United Way ” to inspire customer giving too!

SPECIAL EVENTS – RACES

Crazy Olympics

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Employees compete in crazy “athletic” events for silly prizes. Participants donate to enter. Observers wager bets on their favorite entrants. Examples of events: three-legged race, tricycle race, push an egg (not hard-boiled!) across the finish line with your chin. Mini-golf using beach balls, pool cues, etc. Use your imagination!

Pentathlon

Cost: Low

Difficulty: Medium

Purpose: Fundraiser & team building

Schedule noon-hour events each day of the week. Some suggested events are paper airplane-throwing, wastebasket basketball, an obstacle course and a briefcase toss. Encourage interdepartmental competition and hold finals in the main lobby so that employees can cheer on their colleagues.

Radio-controlled Car Race

Cost: Low

Difficulty: Low to Medium

Purpose: Fundraiser

Set up a pre-determined course/race map. Use timers to see who can run the course in the shortest time.

Sausage Race

Cost: Low

Difficulty: Medium

Purpose: Fundraiser

Hold a Klement’s Sausage race! Have designated employees wear the costumes and race around parking lot. Employees can bet on winners. Make it extra fun by requiring specific sausages to start behind or ahead of the pack (those under 30 step back three paces, person signing all paychecks step up four paces, etc).

Stretcher Race

Cost: Low

Difficulty: Medium

Purpose: Fundraiser & team building

Have different departments dress up and compete to be the fastest to carry a stretcher and “patient” across the parking lot. This event can complement a Health and Wellness campaign theme.

Tricycle Race

Cost: Low

Difficulty: Medium

Purpose: Fundraiser & team building

Have Senior Management compete in a tricycle race around a pre-determined track. Staff can then place bets on who will win.



SPECIAL EVENTS – MORE FUN IDEAS

50/50 Raffle – Conduct a cash raffle with 50% of funds raised to winner and 50% to United Way.

Back to High School – Employees bring high school pictures of themselves. Contest to guess the year of the photo and who it is.

Beat the bad habit - Get co-workers to stop being tardy to meetings, popping their gum, failing to recycle, leaving letterhead in the copy machine, whatever! Offenders pay a quarter for their transgressions!

Biggest Loser contest – Incorporate health into an event and conduct a “Biggest Loser” contest. Charge a registration fee and hold weekly weigh-ins with the “Biggest loser” winning a prize and registration fee donated to United Way.

Community Baby Shower – Take up a collection for a local shelter or agency.

Chip in for United Way – Place chocolate chip cookies on everyone’s desk to let them know about an upcoming campaign and encourage them to “chip in.”

Dress-up the Boss – Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

Eating Contest – Who can eat the most in a given amount of time – burgers, hotdogs, pie, pickles, watermelon, etc.

Football Helmet Drive – Use football helmets for employees to drop in loose change all week.

Garage Sale – Find a volunteer willing to loan garage space or use work site “after hours.” Two or three weeks before the sale, employees bring in sale items which volunteers price and sell day of event. Advertise within the company and outer community.

Get into shape - Hold a two-month contest at work for everyone who wants to lose weight. Each person pays a set amount for every pound lost or gained. Secure donated prizes for those who attain their weight loss goals

International Food Day – Employees can team together to create tasty treats from around the world. They can dress in appropriate costumes. Hold the event over the lunch hour. Employees purchase tickets redeemable for food at the booths. A panel of “celebrity” judges awards prizes.

Plant Sale – Ask employees to dig up extra perennials to sell to fellow employees.

Quarter shot glass contest – Fill a large jug with water and put a shot glass at the bottom. Invite co-workers to drop quarters through a slot cut out in the lid. Provide prizes to those who drop their quarters in the shot glass.

Recycled Goods – Turn in recycled paper, cans, bottles, etc. and exchange them for money for the United Way.

Root Beer Float Sales – Provide root beer and ice cream and sell to employees during break or lunch. Set up tables with information about United Way funded agencies for an educational piece.

Spelling Bee – Organize a spelling bee with participants paying an entry fee. Have other employees pay to place bets on the winner. Award the winners with a special incentive.

Team Tees – Design a T-shirt with your company logo joined with the United Way logo to give to contributing employees who “team up” in the United Way effort. If you have competitions between department use different colors.

Tourney Time – Hold a broomball, softball, tee-ball, kickball, tennis, kickball or ping-pong tournament.

Unlock a chest of treasures – Encourage co-workers to buy a key for a certain amount. One key will open a treasure chest of prizes.

Ugly Hat, Tie, Suit, Bridesmaid/Prom Dress Contest – Employees pick a category and then display or model their entries, and other staff vote on what is truly “ugliest.” Charge a fee for each vote. Take Polaroid pictures and charge for photos taken of employees with their favorite contestant.

White Elephant Sale – Solicit employees to donate odd items or services to auction. One person’s trash is another person’s treasure!

Wine Tasting – Hold a wine tasting at a local restaurant or wine store. Charge for entrance and ask establishment to also donate a percentage of sales to United Way.



SPECIAL EVENTS – LOW OR NO COST INCENTIVES

Thinking of prizes and awards for contest winners can be difficult and expensive. Use these ideas for low or no cost incentives to award prizes to winners of campaign-related contests or to recognize outstanding efforts.



- CEO for the day
- Prime parking places
- Day or half day off with pay
- Executives serve lunch to employees
- Birthday off
- Time off to go to child's school event
- United Way promo items- shirts, cups, pens
- Company promo items- shirts, caps, coffee mugs, pens
- Computer lessons from knowledgeable employee
- Two hours off per month to volunteer at a United Way agency
- Use of co-worker's vacation home
- Sleep in late day
- Write personal thank you notes
- Volunteer to do someone else's undesirable tasks
- Name a rotating award after an outstanding employee
- Create a unique, catchy award that is an honor to receive
- Create a Wall of Fame to display pictures of loyal contributors
- Provide a free YMCA membership or passes to a fitness club
- Pass out raffle tickets which can be accumulated and redeemed for special gifts
- Do the job of the "front line" employees
- Have the CEO or senior executives write a personal note of thanks
- Match an employee's donation to United Way
- Have free refreshments in the cafeteria or break room
- Offer free popcorn every Friday (or every day)
- Managers take employees to lunch
- Department pizza day
- Award a "dinner for two"
- Tickets to sporting event
- Gift certificates
- Movie or concert tickets
- Lottery tickets
- Gas card
- Massage at local spa
- Cookie jar filled with cookies weekly
- Pay for a weekend at a bed and breakfast
- Buy your team a round of golf and let them leave early to play
- Office redecorated or cleaned
- Boat ride
- Company picnic
- Picnic basket full of goodies
- Have an executive volunteer to shave their head if the company meets its United Way goal

SPECIAL EVENTS - RECOGNITION AND THANK YOU

Recognition is important. So is saying thank you, often. Make sure to provide United Way with your list of donors so we can also say thank you.

- Identify donors with a special button or sticker
- Incentive prize drawings
- Donor meal to thank those who gave
- Employee newsletter with names and photo of long time donors or campaign committee members
- Campaign mementos: LIVE UNITED t-shirts or items from the United Way store
- Thank you notes from CEO or Campaign Chair

Special treats:

- You are a lifesaver! Give lifesaver candy with a quick note
- You take the cake! Leave a cupcake with a thank you card
- A toast to a job well done! Fill a champagne or wine glass with jelly beans
- We appreciate our Motivated and Multi-talented volunteers! Give bag of M&Ms



Event Ideas

Ice Cream Social

Cost: Medium
Difficulty: Low
Purpose: Thank you

Offer employees the opportunity to build their own sundae. Have a selection of ice cream available as well as different types of toppings. Make sure that there are plenty of volunteers to supervise, assist and clean up.

Pancake Breakfast

Cost: High
Difficulty: High
Purpose: Thank you

Have senior management cook and serve the pancakes to staff. Negotiate with your cafeteria or a wholesale distributor for a donation or discount of supplies. Advertise well in advance with posters, letters and flyers to create awareness in both your organization and the community.

Wall of Fame

Cost: Medium
Difficulty: Low
Purpose: Thank you

Put pictures on a wall recognizing employees who have been contributing for the most consecutive years.

DID YOU KNOW? The most successful campaigns use more than one way to reach their employees. It is said for someone to really get a message, they need to hear it at least three times. There are a variety of ways to share the work of United Way through communications, events and promotions.