

SPECIAL EVENTS & IDEAS

6.1 Special Events: Overview

The primary purpose of special events is to help create a fun atmosphere during the workplace campaign while raising additional dollars beyond employee pledges. Special events also raise employee morale and camaraderie making for a positive work environment. We want this to be a time of year that people look forward to!

Including one or more special events in your United Way Campaign can help motivate and promote team spirit, raise awareness and money for United Way. Special events provide co-workers with another way to support the campaign while participating in fun activities.

Steve Steele, District Sales Manager at Dr. Pepper-7up, promised to have his head shaved if a certain goal was met. Employees gladly took up the challenge!



Employees at Essentia Health held a region-wide chili feed for all Essentia employees raising over \$3500 for United Way!

LSS Employees in Duluth hold multiple special events during the course of their workplace campaign, including Frozen Turkey Bowling, and duct-taping co-worker, Pete Jonas, to the wall!