

SPECIAL EVENTS & IDEAS

6.5 Special Events: Have Fun with Management

Let's face it; people will donate money to see their boss do something silly. This can be a focus of the campaign, used as an incentive if you reach a goal, or a separate special event all on its own.

Pie Toss: For a fee, employees nominate one another to receive a pie in the face. Top four with the most votes receive a pie in their face at a company event.

Bowl with the Boss: Set up a Wii bowling tournament in the office, the winning team gets to go bowling and have Happy Hour with the Boss!

Dunk Tank: Managers volunteer to sit in a dunk tank and employees buy chances to dunk them.

Shave the Boss's Head: If the CEO or President is willing, see if they will have their head shaved if/when a specific goal is reached.

Executive Tricycle Race: Employees can bid to see who they'd like to see race tricycles in the parking lot. Make it even more fun and add obstacles.

Kiss the Pig: Voting with their money, employees vote which executive staff will have to kiss a pig.

Put Your Best Shoe Forward: Line up senior managers and/or other employees for some unique mug shots - shoes only! Hold a contest before your campaign kicks off to see if employees can figure out who's who.

Where in the County is Your CEO: Have the company CEO or President visit five different United Way agencies and get their picture taken doing something at the agency. When taking the picture, be sure not to have the agency name showing (can show part of the agency name as a clue if needed). Post one photo each day with clues as to where the CEO/President is. Employees will guess where their CEO/President is. All correct answers are entered into a drawing.

Engage Your Customers: If you have a high-traffic place of business, or work in an area that is easily accessible to people, don't forget to engage your customers. Sometimes clients appreciate knowing how other companies are supporting the United Way.

10% of Sales: Do you operate or work closely with a local eating establishment? If so, designate a day where 10% of the sales go to United Way. Up the ante by having your CEO work at the restaurant for the day (or over the lunch period) and promote it throughout the office.

Garage/Sidewalk Sale: Ask employees to bring in gently used items to be sold at your location. Promote the sale both internally and to the general public.

Pay to Park: Charge people to park in your parking lot during a concert or a big game; donate the proceeds to United Way.