

## **Be a Game Changer, Have Some Fun and Get Campaign Results by LIVING UNITED!**

Breaking the cycle of poverty is serious business – and we appreciate all of your support and hard work as, together, we help children and their families in the Erie community.

But, we also encourage having some fun with your United Way annual campaign! Below are some ideas that may get your team motivated – and maybe start a friendly competitive spirit that builds camaraderie!

If you think of a different idea for an incentive or friendly competition, please let us know so we can share with others as well. We enjoy hearing from you!

### **Kickoff Your Campaign** with some:

- United Way swag
- Individually wrapped breakfast foods *example muffins or granola bars*
- Individually wrapped snacks *example small bags of chips or cookies*

### **Enhance Your Campaign** with:

- Hosting a basket raffle or online auction
- Offering late starts or early leave workdays
- Weekly prizes to those who donate that week *example candy/snacks, United Way swag, company swag, local business gift cards*
- Awarding PTO or time for community service
- Providing weekly fun facts at meetings or on your intranet about how supporting United Way helps those in your local community
- Posting United Way materials in common areas *hard copy and digital available*

### **Wrap Up Your Campaign** by:

- Displaying/Announcing your results and a thank you
- Showing off photos of employees participating in a special event that helped to raise donations
- Sending a thank you note from the CEO/President

Thanks for your continued support of the United Way annual campaign. You, and your colleagues, are touching tens of thousands of youth and families in our community. That is something to feel really good about!

Together, we can and will break the cycle of poverty in the Erie community. That's LIVING UNITED!



**United Way of Erie County**