



# CAMPAIGN IN A BOX



- Fact Sheet**
- Funded Agencies**
- UWWCE Video**
- Create Electronic Pledge Form  
(2021 pledge individual)**
- Sample Emails**
- Sample Social Media/Guide**
- Virtual FUNdraising Ideas**
- In Person FUNdraising Ideas**

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At United Way of Washington County-East, our mission is to unite our community and local resources to give each person the opportunity to build a better life. To live better, we must LIVE UNITED. Donate or volunteer at [uwwce.org](http://uwwce.org).

# BECAUSE EVERYONE DESERVES A CHANCE TO BUILD A BETTER LIFE.

We are not asking you to just make a donation,  
We are asking you to make a difference.



**1,215,000**  
MEALS WERE DISTRIBUTED.



**189**  
DOMESTIC VIOLENCE VICTIMS RECEIVED FREE LEGAL SERVICES AND ORDERS OF PROTECTION.



**250**  
HEALTHY MEALS WERE SERVED TO THE COMMUNITY AS WELL AS AFTER SCHOOL TAKE-HOME MEALS FOR STUDENTS.



**1,594**  
INDIVIDUALS WITH DISABILITIES WERE PROVIDED WITH MEDICAL THERAPIES, MENTAL HEALTH AND FITNESS SERVICES.



**40**  
PEOPLE WHO WERE STRUGGLING WITH DAILY FUNCTIONS ACCESSED AN ADULT DAY TREATMENT CENTER.



**2,240**  
PEOPLE UTILIZED CASE MANAGEMENT AND RESOURCE ADVISING TO HELP BUILD FOOD SECURITY AND PERSONAL STABILITY.



**538**  
YOUTH RECEIVED SUPPORT WITH OUTPATIENT MEDICAL REHABILITATION SUCH AS PHYSICAL, OCCUPATIONAL AND SPEECH THERAPIES.



**154**  
YOUTH RECEIVED CRISIS INTERVENTION AND SCHOOL BASED MENTAL HEALTH SERVICES.

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# HOW CAN YOU HELP WITH CAMPAIGN?

LIVE UNITED

**T**he United Way of Washington County East's annual campaign is our largest revenue opportunity! Our goal is to raise more than \$700,000 this year! Through our campaign efforts, we support local agencies focused on: Youth, Basic Needs, Health and Self-Sufficiency.

## Participate in campaign

- Lead an employee giving campaign with your business
- Participate with an online giving platform
- Make a one-time donation
- Participate in a community showcase Give Back by donating a percentage of sales during a specific timeframe

## Leadership Giving Opportunities

- Pillar level giving at \$1,000 annually
- Tocqueville level giving at \$10,000 annually



# 42,000

requests have been made to 211 in the height of the pandemic.

## THE NEED IN WASHINGTON COUNTY

Since the pandemic, there has been a rise in community-wide needs in Washington County. Program requests and clients served has increased, and we need your help in supporting our local agencies.

### Top Priority Requests

1. Housing and Shelter (*rent assistance and shelter*)
2. Healthcare (*COVID-19, adult care*)
3. Utilities
4. Disaster (*food, water, financial assistance*)

United Way fights for the youth, basic needs, health and self-sufficiency of every person in our community. We have one life. To live better, we must LIVE UNITED. Volunteer or donate at [wwwce.org](http://wwwce.org).





# UNITED WE CAN MAKE A DIFFERENCE.

LIVE UNITED

**A**t the United Way of Washington County East, our MISSION is to unite our community and local resources to give each person the opportunity to build a better life.

We support 19 local agencies and 35 programs focused on:



**77%**  
of our revenue supports local agencies.



## Youth

Promote thriving children and youth.



## Health

Improve Health and independence.



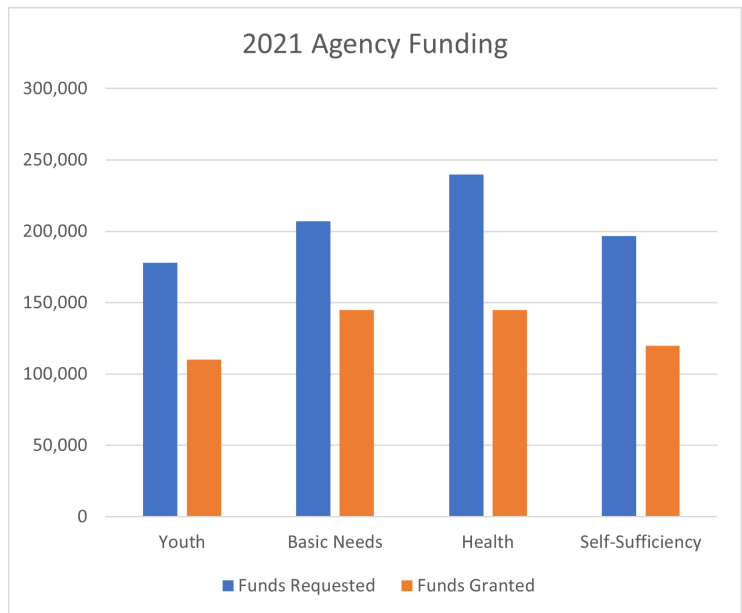
## Basic Needs

Provide basic needs and financial stability.



## Self-Sufficiency

Support self-sufficiency and connection to services.



### 2021 Funded Agencies

Canvas Health – FamilyMeans – Our Community Kitchen – Solid Ground – St. Andrew’s Resource Center – Valley Outreach – Courage Kenny – EVOLVE Family Services – Hope Dental – Hope House – Lakeview Foundation – Portico Healthnet – Community Thread – St. Croix Family Resource Center - Southern Minnesota Regional Legal Services – Tubman – ServeMN – Valley Friendship Club - Youth Service Bureau

# 2021 FUNDED AGENCIES & PROGRAMS

LIVE UNITED



United Way of Washington County-East funds agencies with an emphasis in four focus areas; Youth, Basic Needs, Health and Self-Sufficiency.

We work with 19 local Partner Agencies supporting over 35 programs that focus on these priority needs.

Youth	
Canvas Health	Early Childhood Behavior Assistance
Canvas Health	Therapeutic Learning Center
Courage Kenny (Center)	Youth development and enrichment
FamilyMeans	Youth Development Initiative Cimarron
FamilyMeans	School Based Mental Health
Serve MN	Minnesota Reading Corps
Tubman	Movement for Violence Prevention
Valley Friendship Club	Kid Connect and TeenUp Program Expansion
Youth Advantage	Youth Scholarship Program
Youth Service Bureau	Middle School Mental Health
Youth Service Bureau	School Based Mental and Chemical Health Services
Health	
Courage Kenny (Center)	Rehabilitation Continuum
Canvas Health	Adult Day Treatment
FamilyMeans	Caregiving and Aging Support
FamilyMeans	Counseling and Therapy
Hope Dental	Hope Dental
Hope House	Adult foster care for people living with HIV/AIDS
Lakeview Foundation	Lakeview Hospice/Homecare/Palliative Care
Portico Healthnet	Health Care Access Services in IDS 834
Self-Sufficiency	
Canvas Health	Adult Response Services
Canvas Health	Service Coordination
Community Thread	Transportation Program
Community Thread	Volunteer Center Program
Community Thread	Older Adult Program
EVOLVE Family Services	Crisis Support for Women with an unplanned pregnancy
Southern Minnesota Regional Legal Services	Washington County Legal Services
Tubman	Legal Services for Victims
Valley Outreach	Client Support Services
Valley Outreach	Emergency Assistance Fund
Basic Needs	
Canvas Health	Washington County Supportive Housing
FamilyMeans	Financial Solutions
Our Community Kitchen	Breakfast and Community Garden
Solid Ground	Home Again
Solid Ground	HomeSafe
St. Andrews Community Resource Center	Homelessness and Homelessness Prevention
St. Croix Family Resource Center	Host Homes for Homeless Youth
Valley Outreach	Food Shelf



35% of people served at Valley Outreach's foodshelf in 2020 were children.



30 families were sheltered and transitioned to stable homes with St. Andrew's Resource Center's Homeless Prevention

**United Way of Washington County-East**  
**ONE GIFT. BIG RESULTS.**

PO Box 305  
 Stillwater, MN 55082  
 Phone: (651) 439-3838

Email: [info@uwwece.org](mailto:info@uwwece.org)  
[www.BuildBetterLives.org](http://www.BuildBetterLives.org)



**MY INFORMATION (Please Print)**

Mr.  Mrs.  Ms.  Dr.

FIRST NAME \_\_\_\_\_ MI \_\_\_\_\_ LAST NAME \_\_\_\_\_

HOME ADDRESS \_\_\_\_\_ HOME PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ DAYTIME PHONE \_\_\_\_\_

ORGANIZATION NAME \_\_\_\_\_ EMPLOYEE ID \_\_\_\_\_

UNION AFFILIATION (if applicable) \_\_\_\_\_

**EMAILS**

personal: \_\_\_\_\_ work: \_\_\_\_\_

Please thank me by email  Send email updates

**Questions?**

**Please Contact Us:**  
 Phone: 651-439-3838  
 Email: [Lois@uwwece.org](mailto:Lois@uwwece.org)  
[www.BuildBetterLives.org](http://www.BuildBetterLives.org)

**Loyal Supporters**

**I have given to United Way for \_\_\_\_ years.**

**MY PAYMENT OPTIONS**

**Payroll Deduction**  
*I want to contribute the following amount each pay period:*  
 \$50  \$25  \$10  \$5  
 Other \$ \_\_\_\_\_  
 I am paid:  
 monthly (12)  every other wk (26)  
 twice monthly (24)  weekly (52)

**Cash, Check, Stock, or Bill Me**  
 Cash  
 Personal Check # \_\_\_\_\_  
 Stock (call 651-439-3838 when ready to transfer)  
 Bill me \$ \_\_\_\_\_ every (circle one)  
 Quarter / Month / One Time

**Automatic Withdrawal**  
**Amount on 15th of each month**  
 AMOUNT \$ \_\_\_\_\_  
 From Bank Account  
 Account # \_\_\_\_\_  
 Routing # \_\_\_\_\_  
 My total annual gift  
 AMOUNT \$ \_\_\_\_\_

**I will give securely by credit card at [www.uwwece.org](http://www.uwwece.org) or call (651) 439-3838.**  
 AMOUNT \$ \_\_\_\_\_

My total annual gift **AMOUNT \$** \_\_\_\_\_

**LEADERSHIP GIVING**

**I gave \$1000 or more. Please enroll me in the Pillars Club Leadership Giving Program.**

\$ \_\_\_\_\_ My Gift  
 \$ \_\_\_\_\_ My Spouse's gift (combined household gifts qualify)  
 Spouse's Name \_\_\_\_\_ Spouse's Employer \_\_\_\_\_  
 \$ \_\_\_\_\_ Total Gift

**Pillars Club Annual Giving Levels**  
**\$ 10,000:** Alexis de Tocquesville Society  
**\$ 5,000:** Gold  
**\$ 2,500:** Silver  
**\$ 1,000:** Bronze

**Pillars provide a framework of strength**

**MY INVESTMENT OPTIONS**

**To create a stable foundation for today and a hopeful future for each person in our community.**

**Use my gift where needed most: United Way Community Investment Fund**  
 The most powerful way to invest your contribution.

**United Way of Washington County-East Focus Areas - Please invest my contribution in the specific area that I have selected**

**Youth** - Promoting thriving children & youth  **Basic Needs** - Providing basic needs & encouraging financial strength  
 **Health** - Improving health & independence  **Self-Sufficiency** - Supporting self-sufficiency & connecting neighbors to needed services

**Designated Gift to another 501(c) 3 charitable organization**  
 Amount \$ \_\_\_\_\_ Organization Name & Address \_\_\_\_\_ (minimum \$50)

Your gift to another 501(c)3 may be subject to a processing fee. United Way reserves the right to redirect designated funds if unable to verify 501(c)3 status of organization or in case of community crises. Donors will be notified if such action is necessary.

**SIGN/DATE**

**Signature (REQUIRED)** \_\_\_\_\_ **Date** \_\_\_\_\_

Thank you for your gift. No goods or services were provided in exchange for this contribution. Please keep a copy of this form for your tax records. You may also need a copy of your pay stub, W-2 or other employer document showing the amount withheld. Consult your tax advisor for more information. United Way protects your confidentiality and we do not sell, trade or release this information to any others.

**Our Mission:** *To unite our communities and local resources to give each person the opportunity to build a better life.*

United Way = White / Employer = Yellow / Employee = Pink

# CAMPAIGN VIDEO 2021

LIVE UNITED\*



A special **Thank You** to Lead Sheep Productions for their in kind gift.



**Announce Campaign – from CEO:**

Dear (EMPLOYEE NAME):

Did you know that United Way is our community's leader in tackling the most challenging issues facing Washington County? Did you know that over 40 community volunteers distribute the money raised by United Way? And that partner agencies must meet strict criteria for funding?

Last year, employees at (COMPANY NAME) raised (\$ AMOUNT) to strengthen and support our community through United Way. Our community benefited from United Way programs ranging from after school and kindergarten-readiness programs that helped more children succeed in school to emergency shelter programs that kept battered women and children safe in times of crisis. United Way programs provided wide-ranging counseling services for families, individuals, and children experiencing trauma and other challenges and services to our community's homeless who sought transitional and permanent housing.

United Way is the most effective and efficient way for you to help people who truly are in need. This is why I support United Way and (COMPANY NAME) offers you the ease of payroll deduction to donate. Please take time this year to learn more about how United Way is making our community a better place to live, and consider joining me and many other employees who pledge a gift.

**Announce Campaign – from CEO:**

Dear (EMPLOYEE NAME):

Here at (COMPANY NAME) we know that a healthy community is one where people step up to help each other, especially when times are difficult. For more than 70 years, United Way of Washington County East has been there for our whole community, including our co-workers and family members.

(COMPANY NAME) supports United Way not only because it demonstrates our commitment to the community, but because it's a smart investment—they deliver results with programs that help people every day and by working on the underlying causes of problems for a better tomorrow.

We have set a goal to raise (\$ AMOUNT) and will be hosting several events over the next few weeks. During our campaign, you'll be hearing more about ways you can improve lives when you give, advocate and volunteer with United Way. Giving a gift to United Way is one of the easiest, most convenient ways to make a difference in thousands of lives. Likely, someone you know benefited directly from your donation.

The choice to participate is, of course, a personal one. If you choose to give, simply complete the pledge form and return it to (NAME/DEPARTMENT) by (DATE). I want to thank each one of you for just considering a contribution.





## **Sample Campaign Kickoff Letter**

Hello Team,

I'm excited to announce that today marks the start of our United Way Employee Giving Campaign! We are excited to continue [COMPANY NAME]'s proud tradition of giving back to the community through United Way of Washington County East.

From [BEGINNING DATE] to [ENDING DATE], you will have the chance to learn what United Way of Washington County East is doing to help the community and how you can make an impact. As this year's United Way Employee Campaign Coordinator, I'll be sharing information about the campaign, including fun upcoming events, and the impact we can all have on our community when we each do what we can.

Last year, we raised [\$XX,XXX] through our campaign and XX% of employees participated – THANK YOU! This year, we expect to reach a goal of [\$XX,XXX or XX% participation] and make a positive impact on Washington County. Beginning [DATE], you will have the opportunity to give [include details of how people can make a gift through their pledge form/online site].

Please join me in supporting United Way's poverty-cutting programs – your dollars help support the over one in three households that struggle to meet basic needs in our community. Thank you for caring about the people who need our support the most in Washington County.

Let's have a great campaign!

[ECC Name and Title]

## **Sample CEO Letter of Endorsement**

Dear [Name] OR [Colleagues],

As we kick off our United Way campaign, I ask you to please join me in supporting United Way of Washington County East.

This year's campaign will kick off at [COMPANY'S NAME] on [DATE]. [COORDINATOR'S NAME or CAMPAIGN COMMITTEE] has been chosen as our Employee Campaign Coordinator, and has added fresh and exciting ideas to make this campaign the most successful yet. United Way of Washington County East has the full support and commitment of [COMPANY NAME], as United Way makes sure that 100% of your gift to United Way programs stay in our community, making the greatest impact possible for your dollar.

However, they cannot do it without you. Your generous support for United Way will ensure that children and youth achieve their potential through education, it will help families become financially stable and independent, and it will improve our community's health.



If you've given to United Way in the past, thank you! This year, please consider increasing your gift by 50% a paycheck (for example, stepping up from \$10 to \$15). If you have never given before, now is the time to do so because – through your United Way gift – you will help so many in our community.

Together, we have the joy and privilege of making our community a better place for all.

[Company Name], and I, personally, support United Way. I hope you will, too.

Sincerely,

[Name of Senior Leadership at the Company]

### **Sample Final Reminder Letter**

Hello Team,

As the United Way Campaign comes to a close, I wanted to send out one last message to encourage you to get involved. If you've already donated, thank you! Your commitment to improving our community sends the message that [COMPANY NAME] is a company that cares. We are grateful for you.

If you're still thinking about it – please keep this in mind:

United Way receives much of its funding from workplace campaigns like ours, so every dollar you can give really does make a difference. Every additional person that chooses to contribute to the campaign helps address critical needs in our community, like children in need of school supplies, families find shelter, provide access to essential health programs for the most vulnerable, and allows families to gain financial independence.

Thanks to the generosity of people like you, United Way is changing our community for the better.

**Please help us finish our campaign strong by making a gift today!**

Thank you for everything you do!

[ECC Name and Title]

### **Sample CEO Thank You Letter**

Dear [NAME],

Thank you for your support of [COMPANY NAME]'s campaign for United Way of Washington County East. Together, over [\$XX,XXX] for our community and over [XX%] of employees participated in the campaign, surpassing our goal of [\$DOLLAR GOAL or XX%] – and it's because you made the decision to help. Frederick County needs people who feel passionately about our community and are committed to improving lives of all of its residents and you have proven your commitment to this community with your generous donation.



When you give to United Way, you are tackling key social issues and making a difference in the quality of life we all enjoy by:

- Developing children and youth to their full potential
- Creating strong families and safe neighborhoods
- Supporting people rebuilding their lives

A better community starts with us, and I am proud that you made the decision to help.

Your generosity and community spirit are why [COMPANY NAME] continues to stand out as a leader in the Valley. Again, thank you for proving that one person can make a big impact.

Sincerely,

[CEO]

P.S. Whether or not you were able to support the campaign, please remember that you can sign up to receive United Way of Washington County East's newsletter by emailing [laurens@uwwce.org](mailto:laurens@uwwce.org). It's a great way to stay updated on what United Way is doing for Washington County and opportunities to volunteer.

### **Sample Congratulations**

Congratulations [COMPANY] employees. Thanks to all of you, our total employee contributions this year for our United Way campaign was (\$ AMOUNT). That's a record setting year and is (xx%) above our goal. Your contributions to the United Way help improve lives right here in our own community.

Together, we can get results and accomplish more than any single group can on its own. These are results that ripple out to the community as a whole. Your generosity is greatly appreciated. I am proud to be part of a team that is committed to building a stronger community for everyone.

### **Sample CEO Thank You –**

General - Employees Thank you for your generosity in supporting this year's annual United Way employee campaign. This year (#) employees contributed (\$ AMOUNT) to this year's campaign. I am proud that [COMPANY NAME] is a part of the important community work that United Way does to address what matters most to our community – helping our most vulnerable – helping our children achieve their potential, families become financially stable and everyone live healthy. The donations you make to United Way help build a better life for everyone. Everyone knows donations are critical to United Way's work.

Giving comes in many forms – so if you or someone you know is interested in finding the right volunteer opportunity – check out United Way's website at [www.unitedwayswi.org](http://www.unitedwayswi.org). Search their database for up-to-date opportunities posted by area non-profits.

Whether you're a donor, a volunteer, or both, thank you for taking an active role in making our community a healthy, vibrant place to live and work.



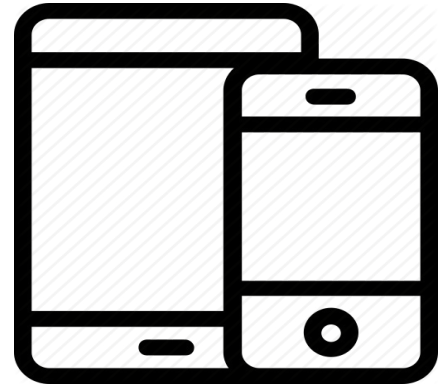
# SOCIAL MEDIA GUIDE

# W

e want to connect with you on Social Media! Please remember to tag and mention us on your company and individual social media pages. You can even send us photos or comments from your campaign and we will share them on our social media pages. Highlighted opportunities to share include your campaign events, campaign successes and volunteering with United Way. If you have not done so already, be sure to follow our social media accounts!

## EXAMPLE POSTS

- (Insert Company) is proud to partner with United Way (tag us) to build a stronger community. We're off to a great start in our workplace campaign! Our goal is to raise \$XX! #LiveUnited #UnitedWay #SupportLocal
- Supporting our local community is one of our core values at (Insert Company) and that's why we proudly support the United Way of Washington County East (tag us). Learn more about United Way at [uwwce.org](http://uwwce.org)
- Today is the official kick-off of (INSERT COMPANY)'s United Way Campaign! Supporting our community is one of our core values and that's why we support the United Way of Washington County East (tag us).
- Together we can make change happen! With United Way (tag us) we are tackling our greatest challenges in the areas of basic needs, education, financial stability and health. #LiveUnited
- (Insert Company) is proud to launch our @uwwce campaign with a goal of \$XX to help build a stronger community! #LiveUnited
- We all win when kids succeed in school, when families have a stable income, when communities are healthy and when people have emergency access for services like food and shelter. That's why (Insert Company) partners with United Way of Washington County East (tag us) to build a stronger community.
- (Insert Company) we give, advocate and volunteer with United Way of Washington County East (tag us) to improve our community. We are kicking off our United Way campaign with a goal of \$XX raised! Learn more about United Way's work at [uwwce.org](http://uwwce.org)
- (Insert Company) employees support United Way of Washington County East (tag us) in working toward a better community. Like no one else, United Way responds to the distinct needs of our community and together we have the power to make communities stronger. Learn more about United Way at [uwwce.org](http://uwwce.org)



## Website:

[www.uwwce.org](http://www.uwwce.org)

## Facebook:

[@UnitedWayofWashingtonCountyEast](https://www.facebook.com/UnitedWayofWashingtonCountyEast)



Check out fun ways to boost your virtual United Way campaign here:

1. Spirit Week – Use this high school throwback for a full week of virtual fun; pay a set amount to participate in things like Crazy Hair Day, Favorite Team/Jersey Day, Hat Day, Company Color Day, Opposite Day, Fun Zoom Background Day. . . you get the idea! Set a time for a virtual call to show your spirit, or just let it show in video meetings. Raffle a prize at the end of the week for all who participate.
2. Cooking Lesson – Find team members who have always wanted to host a cooking show; have them record or host a live cooking demonstration and charge “admission” (donations) to join the meeting or view the video link.
3. Mentorship Auction – Bid out or raffle a virtual coffee chat with C-level executives.
4. Talent Show – Line up virtual performances from your most talented team members who play an instrument, sing, dance, do comedy, or have a special hidden talent. Charge “admission” to view, and vote on the winners with an extra donation.
5. Dress UP Day – Flip the Dress Down Day and charge a donation to wear your best suit, favorite dress, trendiest tie . . . anything to get out of quarantine-comfy clothes!
6. Special Delivery – Beep beep . . . have your company executives deliver lunch to the highest bidder or raffle winner (wave and door drop only, please).
7. Department Challenge – Challenge internal departments with prizes for the most United Way campaign donors, highest increase in average gift, or first department to complete donations.
8. Baby Photos – Have employees send their baby photos to be included in a virtual document or presentation; charge a small amount for each entry and challenge team members to match the photos. Send a prize to the person who matches the most!
9. Cutest Pet Contest – Post pet pictures on your intranet or send via email and have people vote with dollars on the cutest furry friends.
10. Recipe Exchange – Have team members submit their favorite recipes to share in an electronic cookbook. Charge a set amount to “buy” the book.
11. Lunchtime Bingo – Send Bingo card documents and call numbers via Zoom. Charge for each card, and offer a prize for the winners.
12. Candy Count – Send a picture of a packed candy jar and charge a small donation to guess the count. The winner will come back to their office with a big jar of candy!
13. Home Date Night Raffle – Enter to win gift cards to GrubHub/local restaurants and Red Box. Maybe add a delivery from a local winery or brewery, too!
14. Company “Cribs” – Charge a donation for a virtual tour of coworkers’ homes, gardens, cool office set-ups, blingedout BBQ areas, or interesting collections.
15. Virtual Vacation – Have people submit their favorite vacation photos and brief description for a virtual tour around the world. Charge “travel fare” to view. As an added bonus, offer a drawing for a time share or vacation home rental for use at a later date!

**During your campaign you can give employees extra incentives based upon their engagement, i.e.:** · For a returned pledge form – 1 drawing ticket · For a new contributor – 1 drawing ticket · For an increased gift – 1 drawing ticket 1 · **Individual incentives – departments, divisions or “teams” of employees compete for top results and a group prize.**



Check out fun ways to boost your United Way campaign here:

1. Appreciation/Compliment Grams: Design notes of thanks or congratulations for co-workers to buy and send to each other.
2. Balloon Grams: Sell balloons with notes of recognition inside and deliver to co-workers.
3. Buy a Boa: Purchase brightly colored feather boas for employees to buy. The purchaser chooses a person to wear the boa for the day. In order to get rid of the boa, the wearer must pay to pick another employee to wear the boa. The boa must be worn at least 10 minutes prior to choosing another lucky boa wearer.
4. Guess the Baby Picture: Employees bring their baby pictures to work and post the photos a few days prior to the event. Contestants pay to enter the contest and pay to match employees to their baby pictures. The employee with the highest number of correct matches wins a prize.
5. Rubber Duckies: Write numbers on the bottom of rubber ducks and have prizes corresponding to those numbers. Charge participants for each time they pick up a duck.
6. Pledging Participation: The department, location, division, etc. with the highest percent participation will have the pleasure of viewing their supervisor in a funny outfit. If they choose not to wear the outfit, they have to buy pizza for their department, location, division, etc.
7. America's Funniest Office Video: Find an employee who can volunteer, and has a good eye, to bring in their video camera to take candid video footage around the office. Schedule a short premiere showing in a conference room to show the video to your co-workers. Sell tickets, soda, and popcorn and donate the proceeds to the United Way Campaign. If the video is a hit, perhaps raffle off a copy or sell duplicates.
8. Guess How Many: Guess the number of jellybeans, M&Ms, pennies or other items in a jar. Buy chances to guess. Closest guess receives a prize.
9. Movie Trivia Quiz: This quiz can be completed at workstations and returned to an appointed person to tally the scores. You can match the actor/actress with the movie, match the quote with the movie, or combine. The highest score wins a prize. In case of a tie, a drawing will be held. Winners can be announced at a group lunch at the close of the campaign. Employees can buy in for \$1 or \$5 per play.
10. Puppy Love: Ever hear that pets look like their owners? Test this theory by having employees match a pet picture to its correct owner. Award a prize to the contestant with the most right answers or provide gift certificates to owners who look the most like their pets.
11. Ticket & Gift Certificate Giveaways: Work with merchants, businesses, and concessions for donations of these items. One "large" item can be used for a special drawing. Give free tickets to movies, theater productions, amusement centers and other local attractions for pledge incentives. Give movie passes to every employee who meets the challenge of pledging a certain dollar amount. In addition, enter the names of all employees who turn in a signed pledge form during the first hour following the kick-off into a special drawing.
12. Ice Cream Cart: Dress an office cart up, purchase dilly bars and download the ice cream truck song. Play around the office and sell dilly bars for \$5.

**During your campaign you can give employees extra incentives based upon their engagement, i.e.:** · For a returned pledge form – 1 drawing ticket · For a new contributor – 1 drawing ticket · For an increased gift – 1 drawing ticket 1 · **Individual incentives – departments, divisions or "teams" of employees compete for top results and a group prize.**

