



Campaign Kick-Off Ideas

To generate excitement and raise awareness of your efforts, start your campaign by hosting a fun and informative kickoff event. Kickoff events can range from a special luncheon with activities, raffles and prizes to all-day events with games and contests. As long as your employees are enjoying themselves and learning about the work of United Way, it is sure to be a success!

- If possible, kick off your campaign at an all-staff meeting that is already on the calendar — this saves employees from having to make a special effort to attend an extra meeting or rearrange their schedules.
- Employ fun ideas or a theme to motivate your employees. (See separate attachment for ideas) Themes can range from a carnival to carpool karaoke. The ideas are endless! But the big takeaway is to HAVE FUN and treat this as an opportunity to build employee morale & teamwork all while giving back to worthwhile community efforts.
- Incorporate your theme in materials, activities and events.
- Leadership is also instrumental in the success of campaign kick-offs. Make sure your CEO and top management are present and engaged throughout the campaign.
- Coordinate a leadership giving meeting among your senior management and top executives before your kickoff — this allows you to secure gifts from the top before asking employees to give — a great motivational tool for a kickoff event.
- Develop unique kickoff activities — the more interactive your activities are, the more likely people will participate.
- Be sure to invite a United Way representative to your kickoff. They can:
 - Show campaign video
 - Schedule a testimonial speaker
 - Present United Way's work and impact and invite everyone to participate
- Have a United Way representative facilitate an interactive simulation for employees that illustrates the challenges that many of our neighbors face making ends meet and how United Way is addressing and improving these areas.