



Get in the Game

Put your employees' team mentality to work with this theme. This theme is great to strengthen employee morale and build teamwork, plus it is a fun & active way to get employees engaged in your campaign.

Potential Slogans:

- Be a Champion for United Way
- Teaming Up for Tomorrow
- Pitch In & Give
- Be a Champion for Your Community
- Join the Winning Team
- SCORE for Your United Way Campaign
- United, We ALL Win

Event Ideas:

- Sports Trivia
- Hold your Kick-Off as a pep rally or tailgate party in the parking lot – provide a BBQ, games and beverages
- Basketball toss, mini putt, longest/shortest putt, foosball tournament, etc...
- Office Olympics
- Dressed this Way – employees get to wear their favorite team jersey, hat or sports wear
- Toss the Briefcase – who can throw a briefcase the furthest (executive challenge)
- Executives challenge each other to sporting events

Engagement Activities:

- Host a facilitated Make the Month simulation where teams compete to stretch limited dollars through the month
- Plan a Day of Caring at the office making sandwiches for an agency – employees race to make the most sandwiches, or race to make the most literacy kits for students

Incentives:

- Sports Tickets (Pats Game, Rider Game, Red Sox Game)
- Medals/Trophies
- Team Jersey

Desk Drops:

- Mini football, soccer, baseball products (add UWR logo alongside company logo, or provide fast facts about United Way)
- Water bottle – customizable label
- Play schedule of upcoming events



Summertime / Hawaiian

Promote the feeling of summer fun while your employees engage with the community.

Potential Slogans:

- Caring is Cool
- Help Brighten Tomorrow
- Share the Sunshine in Your Life
- Protect Your Community

Event Ideas:

- Employee Cookout or BBQ
- Beach Party
- Hawaiian / Summertime themed potluck
- Luau (meaning 'Feast', and is a gathering of family and friends to enjoy good food and company)
- Hire a Hula dancer to perform or teach hula
- Play fun Hawaiian themed games
- Dressed this Way – employees wear summer outfits, Hawaiian outfits or cruise wear
- Show Your Toes – employees get to wear flip flops for a day or week

Engagement Activities:

- Hold a picnic at a park for youth in our city (games, food & FUN!)
- Beautify the neighbourhood with a United Way Community Cleanup and sidewalk chalk drawings

Incentives:

- Free Vacation Day
- Leisure Passes or tickets for summer attractions
- Flight to somewhere hot

Desk Drops:

- Leis
- Lifesavers
- Flowers
- Sunscreen with United Way messaging



Back to School

Send your employees back in time to their school days; engage them with United Way Trivia and learn how they can help to foster childhood literacy in Regina.

Potential Slogans:

- Give – It's Elementary!
- Regina 101: Learn About our City
- The ABC's of Caring
- Play, Learn and Grow Together
- For the Kid in All of Us
- Learning to Care
- Your Kids – My Kids – Regina's Kids
- Write a Happy Ending

Event Ideas:

- United Way Pop Quiz
- Brown Bag Lunch Swap
- Bubble Gum Contest
- Prom Night
- Pep Rally

Engagement Activities:

- Seeing is Believing Tour to agencies that assist kids & youth
- Run a collection drive for youth transit passes and donate to an agency or school supplies for Summer Success
- Host a Brain Architecture Game where teams compete to build a brain

Incentives:

- Long Recess (time off)

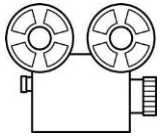
Desk Drops:

- Apples with United Way fast facts attached
- School book with all the campaign activities included
- School Supplies
- Bagged Lunch or treat

Campaign Theme Ideas



United Way
Regina



Lights! Camera! Action!

Who doesn't love movies and popcorn?!

Potential Slogans:

- Reach for the Stars
- You're a Star! When You Give to United Way
- Be a Part of the BIG Picture
- Be a Star in Someone's Life
- Play a Starring Role in Your Community

Event Ideas:

- Used DVD Sale
- Star Struck Trivia
- Movie Star-Style Party
- Host your company event at a movie theatre
- Run the campaign during Halloween (a Monster Movie Matinee)
- 50's, 60's, 70's, or 80's cinema theme

Engagement Activities:

- Host a star-studded United Way panel of "celebrity" speakers in the non-profit sector

Incentives:

- Hall of Fame (place each donor's name on a star in your hallway)
- Movie passes
- Fresh popcorn
- Movies (DVD, Blu-ray)

Desk Drops:

- Popcorn Bag with United Way fast facts included
- DVD of all the events & information you need for the campaign – it could include a message from your President / CEO.



Be a Superhero

This theme is a fun way for employees to feel special by recognizing them as “superheroes”. When you give your time or donate to United Way, you are truly making a “super” difference in our community!

Potential Slogans:

- For a Dollar a Day, You Can Be a Super Hero!
- Be a Superhero in Your Community
- Be a Hero for Regina

Event Ideas:

- Have senior management dress up in superhero costumes for your rally
- Display superhero-related decorations (capes, though bubbles with words “Smash, Boom!”)
- Hire a face painter come in and do superhero face painting
- Superhero family parade – employees and their families dress up like superheroes

Engagement Activities:

- Plan a Day of Caring group volunteer opportunity and be a hero for an agency in need

Incentives:

- Tickets to a superhero movie
- Superhero Wall of Fame
- Tickets to Saskatchewan Entertainment Expo in Regina

Desk Drops:

- Cookies or chocolate bars with a superhero message
- Capes
- Action Figures



Trivia Challenge

Stretch your employees' minds while they learn about United Way and their community. This is a great theme for employees who cannot regularly leave their desks.

Potential Slogans:

- Learning to Care
- United Way Campaign Challenge

Event Ideas:

- Split employees into teams throughout the campaign, and assign points for different activities (e.g. attending the rally, donating, volunteering)
- Hold a staff vs management trivia contest (live or via email or Zoom)
- Send a United Way fact via email each day of the campaign
- Host a competition between buildings or divisions

Engagement Activities:

- Plan a tour of an agency to learn about their work or schedule a Seeing is Believing Tour to learn more about Regina neighbourhoods and the agencies

Incentives:

- Gift Cards to local businesses

Desk Drops:

- Impact of Your Gift Stickers
- United Way FAQ sheet

Campaign Theme Ideas



United Way
Regina



Vegas Baby!

Allow your employees to try their hand at this theme! Is it a game of luck, or a game of chance?

Potential Slogans:

- Where the Sky's the Limit
- Betting on Regina

Event Ideas:

- Set up a mock roulette wheel at your kickoff and let employees try their luck
- Hold a casino event or raffle

Incentives:

- Gift Cards to local businesses
- Lottery tickets or scratch cards
- Poker Set

Desk Drops:

- Dice
- Deck of Cards
- Branded Poker Chips



Teaming up for the Community

Teamwork is the backbone of your workplace, our community and United Way. This theme will unite your employees as they work for a common cause.

Potential Slogans:

- Making Your Community a Better Place
- Make An Impact
- Community Spirit at Work
- Make a Stand, Lend a Hand

Event Ideas:

- Host a street party or block party
- Hold a swap shop
- Organize an arts & crafts festival with donations from local artists
- Host a Food Festival / Farmer's Market
- Fireworks & Bonfire Night

Engagement Activities:

- Participate in a Day of Caring Group volunteer activity
- Divide staff into teams, and have them come up with a name and logo. You can make t-shirts for each team if your budget allows
- Unite staff across different locations and shifts by creating an online hub for the teams
- Make a "Lend a Hand" banner and have employees place their handprints on it

Incentives:

- Time off
- Tickets to events in the community
- Passes to local leisure centres

Desk Drops:

- Lollipops with messaging



Circus / Carnival / Mardi Gras

Everyone loves a party, so why not model your campaign after one of the biggest parties in the world – Mardi Gras!

Potential Slogans:

- Let the Good Times Roll in Regina
- Dream Big for Regina

Event Ideas:

- Invite a jazz band to play at your kick-off event
- Hold a parade and/or float contest with departments decorating shoeboxes or moving boxes as floats
- Sell bead-o-grams (beads with thoughtful messages attached)
- Hold a Cajun Potluck
- Have an executive dunk tank
- Host a “Family Gras” masquerade ball or carnival

Incentives:

- Tickets to a concert or performance such as Globe Theatre, or Cirque du Soleil - if there is a local show

Desk Drops:

- Mardi Gras beads
- Balloons/ pinwheels
- Masks

Campaign Theme Ideas



United Way
Regina



Olympics

This is a great way to integrate a theme throughout your campaign. Begin the Olympics with your Kick-Off with the opening ceremonies, hold multiple individual and team challenges during campaign, and then your closing ceremonies for the wrap up.

Potential Slogans:

- Winning on Social Issues
- Going for Gold with United Way
- Walk a Mile for United Way
- Join the Winning Team

Event Ideas:

- Team sport Competition (hockey, dodgeball, baseball)
- Eating Contest
- Make team names based on Saskatchewan communities, landmarks or social issues
- Office Olympics – mini golf, paper planes, etc.

Incentives:

- Medals for the winning teams (make fun categories like “silliest”, “most enthusiastic”, “best at spreading the word on United Way” etc)

Desk Drops:

- Lanyards
- Olympic badge/pin

Campaign Theme Ideas



United Way
Regina



Monopoly

A game that everyone loves!

Potential Slogans:

- Playing to Win on Social Issues

Event Ideas:

- Create a board with agencies instead of properties where staff can roll the dice and learn more about community issues.

Incentives:

- Draw a Community Chest card and win a prize, or land on Free Parking to get an executive parking spot for the week.

Desk Drops:

- Dice or monopoly money with company logo



Pirates

Potential Slogans:

- Arrrrrrgh you ready to make a difference?

Event Ideas:

- Have a competition with employees split into different crews to do fun skits about their pirate life
- Host a mini-golf tournament with pirate ship décor
- Set multiple goals during your campaign, for each one you reach assign a pirate name to an executive and have them speak like pirates for remainder of campaign
- September 19th is International Talk Like a Pirate Day
- Dress this Way have employees dress like pirates for the day
- Host a scavenger/ treasure hunt around Regina

Incentives:

- Have draws where employees can win fun prizes from a treasure chest

Desk Drops:

- Eye patch
- Pirate hat



Historical Eras (disco, flower power, dancing through the decades)

Potential Slogans:

- Keeping the Community Spirit Alive

Event Ideas:

- Tie Die Outfit Contest
- Medieval Ball
- Woodstock Concert in the Park
- Hold an 80's movie marathon Friday
- Float Sales (root beer, grape crush, orange crush and cream soda)
- Karaoke
- Disco Dance Party
- Best/ Worst 60's, 70's, 80's Outfit

Incentives:

- Winning the title of King/Queen for a Day (great parking spot, amazing lunch, helper to take notes at meetings that day etc.)

Desk Drops:

- Pack of candy (from particular era) with United Way messaging
- Balloons
- Mini Disco Balls
- Pinwheels
- CD's (made to look like specific artist from era) with chocolate inside and United Way messaging on label



Leadership Campaign

You become a Leader Donor with United Way by donating \$1,200 or more a year. You will receive information about the impact your investment is making in the community, and be recognized in our annual Leadership Booklet.

Potential Slogans:

- Lead the Way!
- Make a World of Difference
- It's Your City

Event Ideas:

- Wine & Cheese event
- Leadership lunch – ask the Leadership donors to invite a friend
- Date night – ask the Leaders to bring their significant other
- Invite those donors that give just under the Leadership gift (\$1,000 - \$1,999)

Incentives:

- Online credit gift cards with a personalized letter from company executive

Desk Drops:

- Leadership Booklet
- United Way pins
- Treats (cookies, cupcakes) with a letter thanking donors for their previous year's donation