

Change begins with engagement.



United Way
Regina

Special Event Booklet
Your guide for Doing LOCAL GOOD
www.unitedwayregina.ca



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 Making Choices simulation to demonstrate to your employees what it's like to live in poverty with limited resources.

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

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:

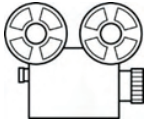
United Way Pop Quiz
Brown Bag Lunch Swap
Bubble Gum Contest
Prom Night
Pep Rally

Incentives:

Long Recess (time off)

Desk Drops:

Apples with United Way handbill
School book with all the campaign activities included
School Supplies
Bagged Lunch or treat



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

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 handbill
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 (cap,es, 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

Incentives:

Tickets to a superhero movie

Superhero Wall of Fame

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

Incentives:

Gift Cards to local businesses

Desk Drops:

Impact of Your Gift Stickers

United Way handbill



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

*Must apply for a lottery license for any raffles through United Way Regina.



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

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



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



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