



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 FUNdrising Ideas attachment) Themes can range from a carnival to carpool karaoke. The ideas are endless. But the big takeaway is to HAVE FUN and treat this 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