

Creating a Theme

Using a theme is a great way to tie activities together and create a feeling of excitement for supporting United Way. A clever theme helps **boost participation**.
Build support by having employees help select theme.



Building a Better Tomorrow

Use legos to build a house or structure in a central office space. Each employee that contributes gets a lego to add to the project. Decorate the office with building materials and serve treats out of construction hats.

Tune into the Community

Music is a great way to get everyone moving to the United Way beat. Hold a karaoke kick-off party. Have participants and volunteers dress up as their favorite musician. Sell employees' old CDs. Hold a musical talent show. Organize a sock hop. Raffle off mp3 players or CDs.



United We Can Make a Difference

Decorate the office in red, white and blue. Tie a red, white or blue balloon to the desk of all donors as a visible sign of their support.

Southwestern

This versatile theme can take you back to the Old West with a squirt gun shooting contest or chair wrangling contest. Or you can take the cuisine and have a Mexican potluck and dress the office in cacti and other desert decor. Have a best "desert dessert" cook-off.



Hometown Heroes

Promote the campaign by using the concept of being a hero in your community through donating to United Way. Use a movie or sports theme in conjunction with this concept of being a "hero." Have an Indiana Jones scavenger hunt, Star Wars obstacle course or a football toss ... the ideas are endless!

Paving the Way for a Better Community

Use road construction equipment, hard hats, cones, road signs, etc. to decorate the office. Give road maps to employees for them to find direction in their charitable giving. Demonstrate the roadblocks some people face who can benefit from United Way programs. Create road signs featuring real statistics from our community (data is available from United Way). Celebrate when you reach your final destination.

Black and White Party

Take an elegant spin from United Way's new LIVE UNITED branding by going back to the basics with black and white. Host a black & white party, do a scavenger hunt, guess the baby photo (black & white photos only).



Creating a Theme *(continued)*

Living Board Game

Recreate your favorite board game around your office—whether it's LIFE, Monopoly or Candy Land. Create the game board around your office with stations to draw cards that correspond to the game (go to jail, visit Peppermint Stick Forest, etc.)

Mardi Gras

Celebrate Mardi Gras a little early. Decorate with easy to find festive Mardi Gras trinkets, streamers and beads. Have a mask decorating contest enjoy jazz and blues music during a gumbo cooking contest.

Take a Walk on the Wild Side

Create a true office jungle with streamers or jungle animals. Throughout the week, pass out animal crackers and bananas for breaks. Divide your office into animal teams and create some friendly competition with scavenger hunts and animal calling contests.



Teaming Up for our Community

Use a sports theme to unify your campaign. Kick it off with a tailgating party in the parking lot. Employees wear their favorite team jersey and contributors win “most valuable player” awards.

Favorite TV Series or Movie

Utilize your favorite television series past or present or movie to create this exciting theme. Run trivia contests, guess the character quote and more! Play operation if your show is Grey's Anatomy or ER, Set up a Whodunit for a CSI or Dexter theme. Break out the spy ideas for 24 or Mission Impossible. Create an obstacle course perfect for any action movie like Spiderman or Batman or run a Sex and the City fashion show complete with nonalcoholic drinks. The sky is the limit and don't worry about writer/actor strikes, your ideas will brighten any silver screen or fall line up!



Other themes to incorporate into your campaign:

- A Brighter Tomorrow
- A Ray of Hope ... You
- Catch the Spirit
- Close Encounters of the Caring Kind
- Dare to Care
- Discover the Magic of Giving
- Fall Fest
- Let's Make a Deal
- Make an Impact
- Make A World of Difference
- Oscars/Red Carpet Party
- Party in Paris
- Roaring 40's (or decade of your choice)
- Stars and Stripes for United Way
- Together We Can
- Tomorrow...The United Way
- Tropical Paradise/ Luau
- Victory Circle

