



Mile High United Way

CAMPAIGN MANAGER *HANDBOOK*



MILE HIGH UNITED WAY

Impacting our community, together



Mile High United Way

Dear Campaign Managers,

Welcome to a new era in corporate philanthropy! We're so excited you've joined Mile High United Way on this incredible journey.

We admire your dedication to giving back to the community, and together, you and your employees will be able create even greater impact at scale—the likes of which has never been seen before in Metro Denver.

From digital transformation to a changing corporate culture, the workplace is drastically evolving. And as you know, today's employees want to work for a company that shares their values and provides opportunities to make positive impact in the community. Thank you for being a hand-raiser, and a true leader in Corporate Social Responsibility.

Our team will be with you every step of the way, as you enter the new era of philanthropy with us.

Warmly,

Christine Benero
President and CEO
Mile High United Way



Christine Benero, President and CEO of
Mile High United Way



[instagram.com/unitedwaydenver](https://www.instagram.com/unitedwaydenver)



twitter.com/unitedwaydenver



[facebook.com/unitedwaydenver](https://www.facebook.com/unitedwaydenver)

WHO IS MILE HIGH UNITED WAY?

The Corporate and Volunteer Team



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WHY MILE HIGH UNITED WAY?

We fight for the education, health, and financial stability for everyone in Metro Denver.

Working side-by-side with the community, Mile High United Way tackles an audacious goal—to take on the big, complex issues facing Metro Denver. By mobilizing community resources, we are fighting for the education, health, and financial stability for everyone through our four inter-connected impact goals:



Giving all children a strong start

Children enter school ready to succeed



Reading matters

Children are reading at or above grade level by the end of third grade



Developing tomorrow's talent

Youth graduate from high school ready for post-secondary education or entry into the workforce



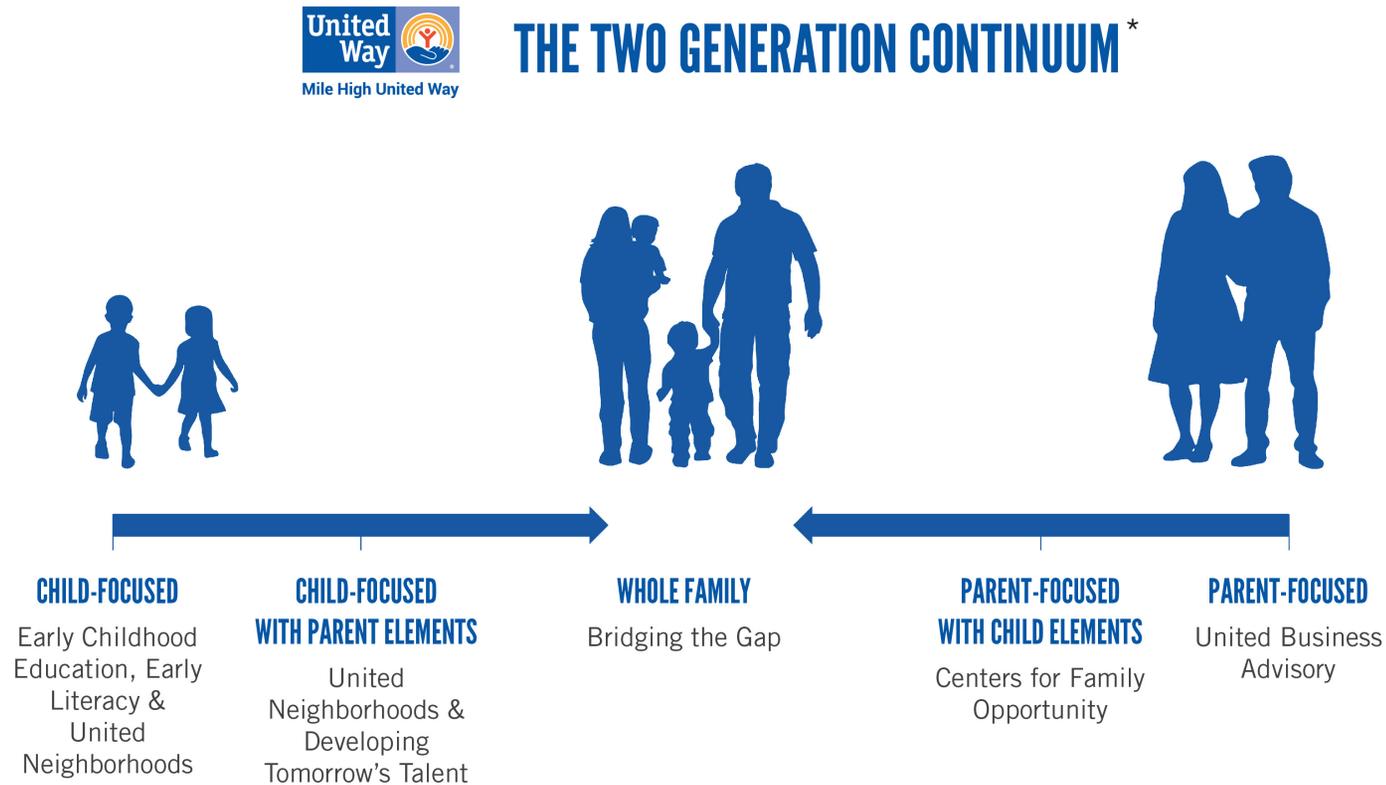
Creating economic opportunity for all

Families have their basic needs met and are afforded every opportunity to move toward economic success

WHY MILE HIGH UNITED WAY? *continued*

We serve children and their caregivers together

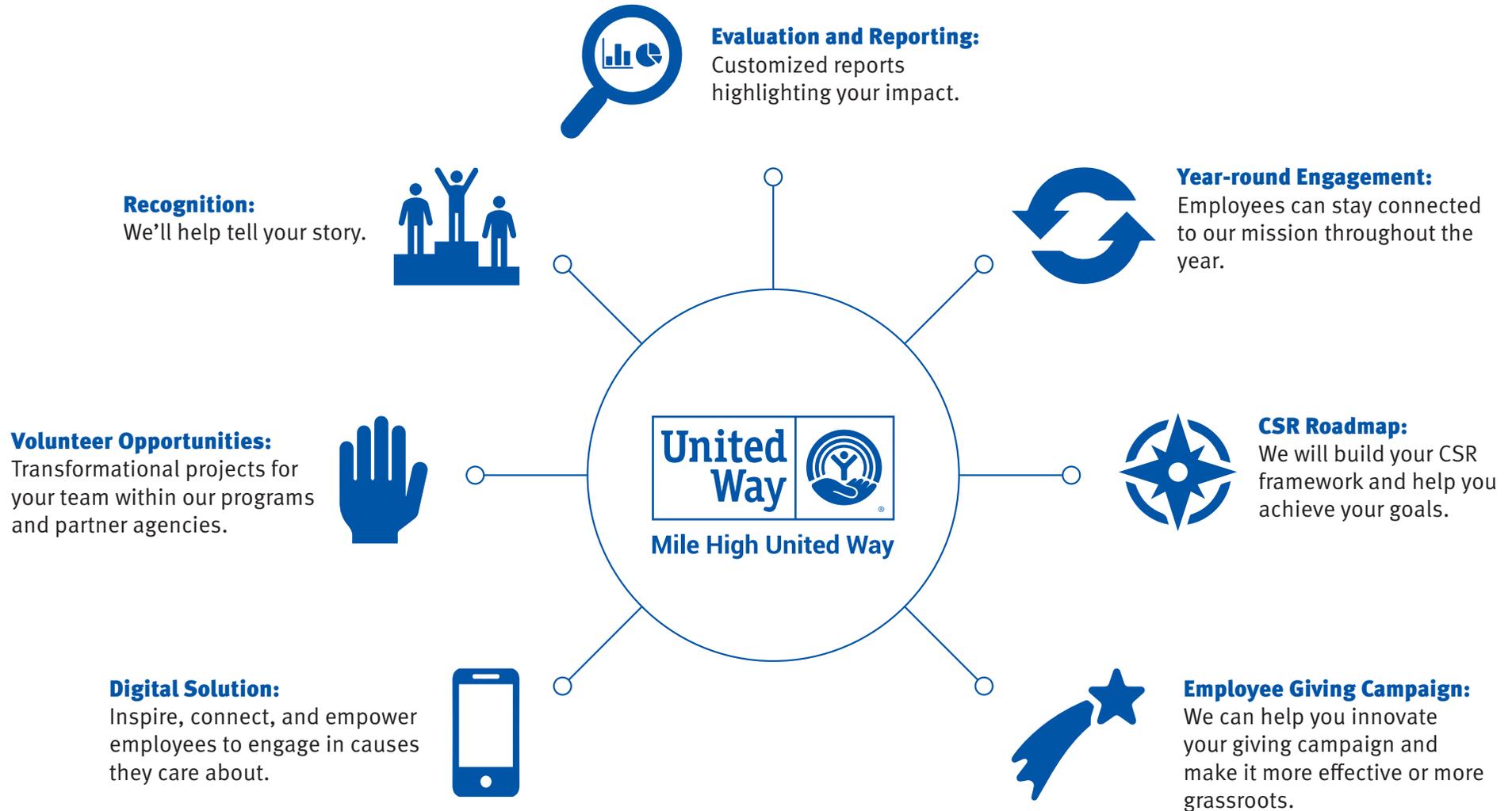
When programs and policies are designed with the whole family's educational and economic future in mind, and families are assisted to reach the social networks and resources they need to be successful in life, opportunity becomes a family tradition.



Evaluation, 2-1-1, Policy, Strategic Investment Grants & United Neighborhoods

*See Appendix for a detailed breakdown of these community investment areas and their impact.

WE ARE YOUR PARTNER IN CORPORATE SOCIAL RESPONSIBILITY.



YOU'RE AWESOME.

Thank you for taking on the role as campaign chair for your company. We know it's a lot of work, but your energy and effort is greatly appreciated by those we serve.

Remember, you are not alone in running your campaign. Mile High United Way staff is available to help you if you have questions, need information, or need help with your campaign.

Meet your Mile High United Way team

Your Resource Development Lead is your main point of contact for the campaign. Your Lead can help you plan, set goals, execute, and wrap-up your campaign. If you do not know who your Resource Development Lead is please contact **Kayla Garcia** at kayla.garcia@unitedwaydenver.org.

Leadership Coordinators are staff who work directly with leadership donors (individuals who donate \$1,000 or more annually). They can assist with implementing a leadership giving strategy for your campaign and integrating donors into existing leadership donor events and opportunities.

Tocqueville Managers are staff who work directly with Tocqueville donors (individuals who donate \$10,000 or more annually) in an effort to steward those relationships. They can help you implement a Tocqueville giving strategy for your campaign.

Volunteer Coordinator is the individual who specializes in engaging your company/ team within the community through volunteerism. In 2017, we hosted 1,658 volunteers at our annual events: Project Homeless Connect, Turkey Trot, and the Children's Holiday Party. We organized 80 Days of Service to help corporate partners give back while enhancing their corporate visibility, team building, and engaging employees in causes meaningful to them.



Helen Drexler, CEO of Delta Dental, recipient of 2018 Best Campaign Giving Theme Award



Mile High United Way

THE TOP 10

BEST PRACTICES FOR YOUR CAMPAIGN

BUILD A TEAM.

Define internal roles and responsibilities

Don't run your campaign alone! Recruit a committee of enthusiastic, resourceful and committed employees to help plan the best campaign possible.

Shake it up

Include cross departmental support to play a key role in your campaign.

Stay regular

Set up regular committee meetings and delegate responsibilities.

Lead by example

Have your committee take on leadership roles with events and activities.

Our team is:



NAIL DOWN LOGISTICS.

Determine your timeline

Keep it short and goal-oriented! The most effective campaigns run for 2-4 weeks. Let's set specific goals, start and end dates, and inform your coworkers.

Start Date: ____ / ____ / ____

End Date: ____ / ____ / ____

Kick-Off Event: ____ / ____ / ____

Kick-Off Location: _____

Time: _____



SET YOUR GOAL.

Keep it challenging, yet attainable

Be ambitious but realistic so your coworkers have an attainable goal to reach.

Assess prior year data

- Employee giving totals
- Leadership giving totals
- Number of employees
- # of donors
- # leadership givers
- Employee participation (total donors divided by total employees)
- Previous 3-year giving totals
- Difference year-to-year (%)

Identify potential

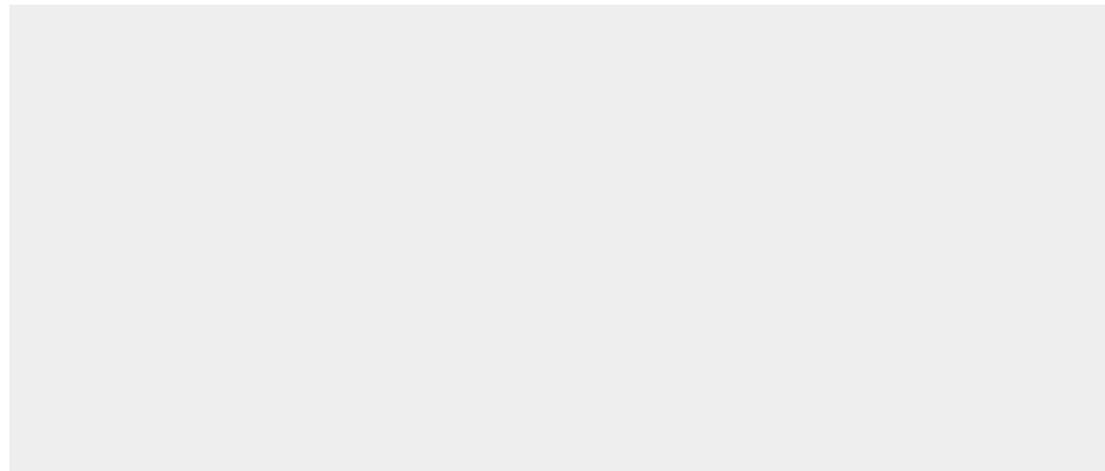
Average gift \$ x # of new donors = total increased participation:

of new leadership givers (\$1,000+ annually) x \$1,000 = total leadership increase:

Identify growth

There may be opportunity to increase your support through corporate matches, corporate gifts, or sponsorships!

Our goal is:



PLAN YOUR ACTIVITIES.



The events and activities that take place during a campaign are awesome team building opportunities. Help keep everyone connected to Mile High United Way's mission while having fun together.



Plan a pop up event

For maximum impact, be sure to invite the Mile High United Way team so that we can showcase the important work happening right here in the Metro Denver area.

Our rally event: ____ / ____ / ____



Schedule lunch and learns

Provide opportunities for employees to learn more about the community needs and how they can get involved. We can provide you with a wide variety of topics for your lunch and learn.

Our lunch and learn: ____ / ____ / ____



Themes

Creating a campaign theme provides a unifying way for employees to compete with each other while adding a fun aspect throughout the campaign.

Our campaign theme: _____

ACTIVATE LEADERSHIP.



The benefits of giving at the leadership level

Set a meeting with upper management and organizational leaders about the benefits of giving at the Leadership level of \$1,000 or more annually.

Plan a Leadership breakfast – Provides the opportunity to educate, inform, and inspire all potential leadership donors at the beginning of the campaign.

Plan a Leadership appreciation event– Provides an opportunity at the close of the campaign to specifically recognize all leadership donors.

Our Leadership kick-off event: ____ / ____ / ____ **Our Leadership appreciation event:** ____ / ____ / ____

PLAN YOUR ONSITE ENGAGEMENT.

Engage for a Day: Community Kits

Mile High United Way Makes it Easy

We bring a service project to you! Help out right from your own conference room by building kits of basic-needs supplies and comforts.

Event facilitation includes:

- Coordination of all logistics for your team and the nonprofit partner
- Registration and impact tracking on our website, Volunteer United (optional)
- Interactive educational activities to illuminate the challenges of poverty (optional)
- Branding of the finished product with your logo

Community Kits Projects

Choose from any of the kits below for your Community Kits building opportunity.

Spread the Love

Assemble sack lunches to be distributed at shelters and senior centers.

Cost: \$3/lunch

So Fresh, So Clean Wellness Kit

Assemble a travel pack that helps adults experiencing homelessness care for themselves.

Cost: \$8/pack

For the Love of Books

Help young at-risk children develop a love of books and reading by creating a fun interactive activity to accompany a gift book.

Cost: \$12/pack

Go Girl! Confidence Pack

Assemble a pack of items that can help a young girl feel confident and comfortable.

Cost: \$9 basic/\$12 deluxe

Bag of Hope

Create a bag of literacy-focused toys for kiddos who are experiencing homelessness.

Cost: \$12/pack

Sharing in Service

Assemble a wellness kit that supports active military and our veterans.

Cost: \$10/kit

Cycle to Success

Work as a team to assemble a bicycle for a child. Bikes include a helmet and a sticker with your company's logo. We can also arrange a delivery opportunity at a nearby school.

Cost: \$150/bike; minimum of 10

All kits include notes of encouragement for the recipients branded with your company logo.



**COMMUNITY
KITS**



COMMUNICATE TO YOUR WORKFORCE.



To support you in your campaign and help improve the odds for everyone in Metro Denver, we offer an easy-to-use digital toolkit that includes email templates, sharable videos, suggested social media posts, a downloadable poster, thermometer, and more.

View and download all of your tools: <https://unitedwaydenver.org/corporate-resources/>

Video

Educate your employees about the power of a gift to improve the odds for everyone in Metro Denver by watching a video at your kick-off event, or including a video in an email to remind people of the importance of your campaign.

Volunteer United

Make use of Mile High United Way's volunteering hub to find opportunities for your employees to give back during your campaign:

volunteer.unitedwaydenver.org

Salesforce.org Philanthropy Cloud

Salesforce.org Philanthropy Cloud is the first-ever global platform that connects employees, customers, and partners with the causes they care about the most. A digital solution where corporate and personal social responsibility intersect, Philanthropy Cloud will not only make giving accessible, easier and more effective—it will change the face of philanthropy as we know it.

Welcome to the future of philanthropy. Welcome to Philanthropy Cloud.

Mile High United Way Story Cards and other print materials

Our digital toolkit will provide you with printable collateral to help educate your employees about the work done at Mile High United Way. In addition, we can give you a series of printed story cards—convenient take aways printed with the stories of people whose lives have been changed by the work done by Mile High United Way, thanks to the support of companies like yours.

Think about all the people – parents, teachers, relatives, and friends – who helped prepare you for adulthood. Can you count them on one hand? Or are even two hands not enough?

counted the supporters
eded only a single finger.
childhood that led to
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 /unitedwaydenver

BE IN THE KNOW.

Learn the lingo



As a campaign leader you will get asked many questions about the Mile High United Way Employee Campaign. Here are some questions you might receive:

What programs does Mile High United Way offer to the community?

Mile High United Way provides direct service to the community through our 2-1-1 Help Center, Bridging the Gap, our Centers for Family Opportunity, Colorado Reading Corps, and new this year, United Neighborhoods™. Additionally, we strategically invest nearly \$6 million annually in 84 Impact Investment Partners. To learn more about our work visit <http://unitedwaydenver.org/what-we-do>.

How much does Mile High United Way invest in the community each year?

Donors like you invest more than \$30 million in Mile High United Way annually of which 84% is directly invested into programs and services across Metro Denver. This far exceeds the Better Business Bureau recommendation of 65%.

What is a “designated gift?”

Mile High United Way is proud to promote philanthropy and honored to provide the service of facilitating donor gifts to other charitable organizations. When that gift is directed to a program or organization outside of Mile High United Way Community Impact Fund or one of our direct service programs, it is considered a “designated gift.” Donors can designate contributions to any valid 501(c)(3) non-profit organization.

Does Mile High United Way have a processing fee for designated contributions?

Yes, a fee up to 15% capped at \$450 may be charged on designated contributions. This fee exists in order to cover the costs associated with verifying the eligibility of the organization, processing ongoing contributions through payroll deduction and direct payments, distribution of payments to the designated organization, and providing a single tax receipt for all contributions.

Is there a minimum to give?

A gift of any amount to Mile High United Way’s Community Impact Fund or direct service programs (such as Bridging the Gap) makes an incredible

impact on our work. If a donor chooses to designate their gift to another 501(c)(3) non-profit organization there is a \$24 one-time gift or a \$2 per month minimum. Any gifts less than \$24 will be allocated to Mile High United Way’s Community Impact Fund.

When does payroll deduction start?

For campaigns running in the fall, typically payroll deduction begins January 1st of the calendar year following your campaign.

What is the difference between donor pledge detail and payment detail?

Donor pledge detail provides Mile High United Way with the specific pledge amount and designation information for each donor at your company at the end of the campaign. Payment detail provides itemized accounting of how much is contributed by each employee with each payment remitted to Mile High United Way throughout the year. Mile High United Way strongly encourages your company to provide pledge detail and payment detail with each remittance.

Why trust Mile High United Way?

Ranked by Charity Navigator, we are a 4-star charity. By this it means, “[we] exceed industry standards and outperforms most charities in [our] Cause.” Mile High United Way is also an Accredited Charity through the Better Business Bureau and meet all 20 of their standards. To learn more, please visit the Appendix.



WRAP UP. REPORT OUT.

Finalize your campaign

The steps below outline the process to follow to successfully close out your Mile High United Way Campaign.

Schedule an end date

Publicize your campaign's end date so employees know when the last day to give will be.

Close out financial information

Collect all pledge forms by the end date or inform the Mile High United Way staff of when you'd like to close your giving portal. Contact your Mile High United Way representative to collect pledges, donations, and special event money.

Reporting your company's success

Submit the final results to Mile High United Way within two weeks of the campaign closing. Also be sure to work internally with your payroll team to ensure they have what they need to close out the campaign.

THANK YOU!

Expressing appreciation for employee involvement

Ensure that your employees had a positive and rewarding experience with the campaign.

Express appreciation for participation

Thank donors, employees, and your team in a timely fashion after the campaign.

Celebrate with your office and with us

Host a thank you event for your employees: Coordinating a campaign-close event is a great way to bring all your employees together, to recognize them and their hard work during this year's campaign.

Attend the Community Champions celebration: (see next page)



SAVE THE DATE TO CELEBRATE.

Join us at the Community Champions Celebration in spring 2019

The Community Champions Celebration recognizes the outstanding efforts of all of our corporate partners and highlights some of the most innovative campaigns in an awards ceremony during the event.

The 2018 Community Champions award winners are:



Champion of Hope—top performing campaign
(3 winners based on company size)
JE Dunn, Ernst & Young, Molson/Miller Coors



Best Employee Activated Corporate Donation Initiative—
recognizing the best corporate donation that empowers or incentivizes employees to give
Deloitte



Best Digital Activation—most innovative engagement on digital platforms
National Renewable Energy Labs



Spirit of Hope—best new campaign or partnership
BAND-IT



Best Social Service Initiative—top social initiative with an impactful reach
Alliance Data



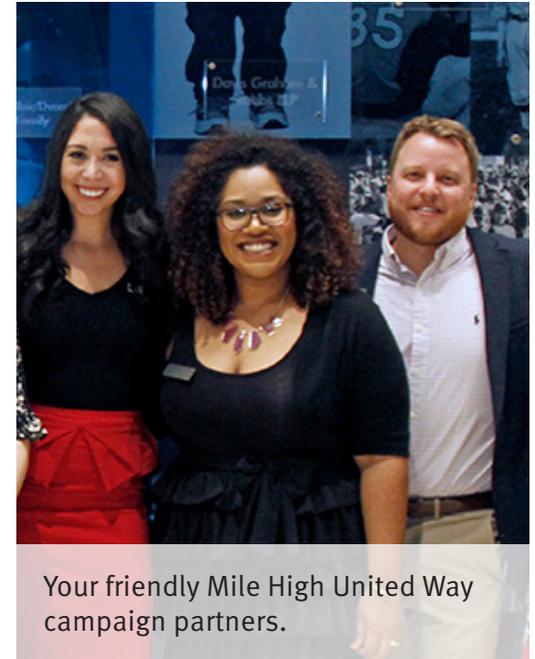
Lifetime Achievement—outstanding commitment to Mile High United Way and our community
Xcel Energy



Best Giving Theme—the most creative, new, and original theme
Delta Dental



Best Video—best campaign or impact video
Lockton Companies



Your friendly Mile High United Way campaign partners.

Individual award winners:

MVP in a Campaign—best individual in a campaign
In honor of Anadarko's Brian Smith

Speaker of the Year—honoring one nonprofit partner that consistently makes an outstanding presentation in a campaign
Robert Ham

EVENTS, ENGAGEMENT, AND IDEAS.

Company sponsored events

- **Mobile Food Sales** – Host a coffee cart or ice cream truck. Sales of all items support Mile High United Way.
- **Leadership Lunch** – During the campaign, encourage participation amongst employees. The department with the highest participant gets to attend a lunch or dinner hosted by all senior leadership. Lunch can also be for those that give \$1,000 or more.
- **Pancake & Waffle Breakfast** – Host a pancake or waffle breakfast for employees. Charge employees for the ticket. Encourage leadership to serve food at the breakfast as a way to show their support for the campaign.
- **Office Olympics** – Set up an obstacle course in the lunchroom, several offices, and several floors of offices or outside. One station can be for typing a couple of paragraphs, another station for filing, another for photocopying, etc. The contestants pay an entry fee with the funds going to Unite Way.
- **Lunch Time Meals** – Sponsor a lunch of spaghetti, chili, barbecue or another favorite food. Charge a flat fee for all you can eat, enough to cover expenses and a small contribution.
- **Balloon Pop** – Place gift cards or small prizes inside balloons and sell raffle tickets to get a chance to pop the \$5, \$10, \$20, \$50 etc. balloon at your campaign wrap up celebration.

Mission driven and educational events

- **Changing the Odds board game** – This engaging board game developed by our volunteer team and members of our Community Impact team helps players build empathy and awareness for the circumstances that can lead to a family experiencing poverty. Participants come away with knowledge about Mile High United Way programs and initiatives as well as the work of our strategic nonprofit partners. Opportunities and barriers along the way provide an emotional connection to the clients we serve.
- **Making Choices Game** – During an existing staff meeting or team play the “Making Choices” game. The purpose of the “Making Choices” game is to have employees experience the difficult decisions hardworking people in, or on the edge of poverty face everyday. Mile High United Way can provide the template or facilitate the game.
- **Race to a Strong Start** – Race to a Strong Start is a minute-to-win-it interactive game that not only tests your quick skills but is also a fun way to compete against your coworkers. Learn more about how early learning experiences help develop children in our community to give them a strong start.
- **Educational Panel** – Host an educational lunch n’ learn with an issue-based topic to inspire employees to get involved. Topics can include, “Status of Women & Girls in Education,” “The Education Gap in Denver,” “What is Impacting Poverty in Denver,” and much more!
- **Are you Smarter than a 3rd Grader?** – Integrate United Way’s Reading by Third Grade goal with a take-off of this television show. Contestants are asked questions which can be 3rd grade material or United Way information, with a panel of “3rd Graders” to ask for help.
- **Email Bingo/Trivia** – Send out key information and trivia questions about Mile High United Way’s work in the community. First person to respond gets a “chip” for their bingo board or points.

APPENDIX.

Community Investments	Key Highlights
<p>United Neighborhoods <i>A place-based, dual-generational approach to create thriving communities, with schools as anchors. Currently in two elementary schools.</i></p>	<ul style="list-style-type: none"> - 300 hours of parent engagement and resident leadership - 20,000 volunteer hours in Globeville Elyria-Swansea (GES) - 650 hours of capacity building to nonprofits serving GES - 127 students in high-quality out-of-school time programs
<p>Strategic Investment Grants <i>\$6.1 million invested in 100 nonprofit organizations across five counties.</i></p>	<ul style="list-style-type: none"> - 198,867 individuals served; nearly 1 in 10 people in Metro Denver - 2,486 ECE slots provided; 3,507 children increasing literacy; 698 increased income; 12,550 on-time graduates
<p>Bridging the Gap <i>Supportive services to youth age 18 through 24 as they transition out of the child welfare system.</i></p>	<ul style="list-style-type: none"> - 126 participants access safe and stable housing - 88 employed for one month or longer; 114 engaged in coaching - 82% feel more prepared to live independently - 23 enrolled in education programs
<p>2-1-1 <i>A free, multilingual, and confidential service that connects individuals with community resources and information.</i></p>	<ul style="list-style-type: none"> - 78,000 contacts via phone, text, email, walk-in, or live chat - Serving 17 counties covering, 64% percent of the state - 80% of Calls Answered within 90 seconds to over 4,000 resources
<p>Centers for Family Opportunity <i>Bundled services helping families to take steps to move out of poverty and toward economic success. We offer financial coaching, education, and job skills classes, in one trusted location.</i></p>	<ul style="list-style-type: none"> - 20% have increased savings - 18% decreased debt - 11% of participants increased income
<p>United Business Advisory <i>No-cost business advisory services, powered by volunteers and corporations, targeting existing minority and women-owned businesses with a positive track record that want to grow.</i></p>	<ul style="list-style-type: none"> - Five clients for pilot, existing women and minority business, nonprofits that target businesses, and social enterprises - City of Denver, Office of Economic Development solicited MHUW to bid for in-kind property in GES
<p>Policy & Advocacy <i>Mile High United Way works on policy and advocacy to remove barriers and create pathways to success. We work on state policy and through key partners on long-term systemic solutions to change the odds and move families out of poverty.</i></p>	<ul style="list-style-type: none"> - Involved with 26 bills, funded eight policy organizations. - Day on the Hill - HB18-1319 Services Successful Adulthood Former Foster Youth, HB18-1004 Child Care Tax Credit,
<p>Impact United <i>Capacity building to help nonprofits in Metro Denver measure and maximize impact through coaching and cohort-based learning.</i></p>	<ul style="list-style-type: none"> - 11 organizations worked with our experts for capacity building - Over \$250,000 of capacity-building support service provided - 180 hours of coaching for each participating organization
<p>Power Lunch & Volunteerism <i>Volunteer-based reading program in local elementary schools.</i></p>	<ul style="list-style-type: none"> - Five schools, 200 second and third graders, 300 volunteers - 34,000 volunteer hours from 1658 volunteers

APPENDIX. *continued*



From the Better Business Bureau's *How We Accredit Charities* site:



BBB's 20 standards include:

- Governance & Oversight
 - Board Oversight
 - Board Size
 - Board Meetings
 - Board Compensation
 - Conflict of Interest
- Measuring Effectiveness
 - Effectiveness Policy
 - Effectiveness Report
- Finances
 - Program Expenses
 - Fund Raising Expenses
 - Accumulating Funds
 - Audit Report
 - Detailed Expense Breakdown
 - Accurate Expense Reporting
 - Budget Plan
- Fund Raising & Informational Materials
 - Accurate Materials
 - Annual Report
 - Website Disclosures
 - Donor Privacy
 - Cause Marketing Disclosures
 - Complaints

Mile High United Way is a BBB Accredited Charity.
For more information, visit www.give.org.



From Charity Navigator's *What Do Our Ratings Mean?* site:

Our ratings provide clear, objective, and reliable assessments of both the Financial Health and Accountability & Transparency of charities. By utilizing our ratings, donors can learn how a charity compares on these performance metrics with other charities throughout the country. Donors can be more confident that in supporting those charities rated highly by Charity Navigator, they will be supporting organizations that are more financially healthy, accountable, and transparent. Our 4-star rating scales correspond to the following rubric:

No. of Stars	Qualitative Rating	Description
★★★★★	Exceptional	Exceeds industry standards and outperforms most charities in its Cause.
★★★★	Good	Exceeds or meets industry standards and performs as well as or better than most charities in its Cause.
★★★	Needs Improvement	Meets or nearly meets industry standards but underperforms most charities in its Cause.
★	Poor	Fails to meet industry standards and performs well below most charities in its Cause.
0-stars	Exceptionally Poor	Performs far below industry standards and below nearly all charities in its Cause.
CN Advisory	No Rating	Serious concerns have been raised about this charity which prevents the issuance of a star rating.

Mile High United Way received a ★★★★★ rating from Charity Navigator.
For more information, visit www.charitynavigator.org.

APPENDIX. *Events, Engagement, and Ideas*

No or low cost fundraising events

- **Silent Auction** – Secure items from vendors, co-workers, and the leadership team. Allow employees to pay for their items via payroll deduction.
- **Wall of Wine** – Have leadership donate bottles of wine, including a couple of high-value bottles. Bag the wines and display them on a table. Employees purchase tickets for \$10 and get to select one of the bottles of wine.
- **Cubicle Makeover** – Have employees' makeover their cubicles. Theme the cubes to Mile High United Way community impact goals.
- **CEO Embarrassment & Change for Change** – Whether it is a pie in the face, dunk tank, or any number of other activities, embarrassing the senior leadership is always a popular activity. Conduct a change for change drive. As a part of the drive, give all of the Leadership Team a bucket with their picture next to it. Any coins add to the total amount and dollar bills take away from total. Leadership that raises the least gets embarrassed.
- **Jeans Stickers** – This is an oldie but a goodie. Sell stickers for jeans days. Some companies will sell stickers that are good for the entire year! Mile High United Way can provide the stickers free of charge.
- **Raffle for Executive Parking Spot**
- **Bike-a-thon** – Charge an entry fee. Participants collect pledges for the number of miles they ride.
- **Bake Sales** – Ask employees to bring their favorite cakes, cookies or breads. Even a small office can raise a lot of money with minimal effort.
- **Executive Auction** – Get the executive staff to donate half a day or an executive parking spot to the campaign. Then auction each executive off to employees. The executive must take over the employee's job for that half day or give their parking spot away for a month.
- **Dinner For a Week** – Get 7 restaurants to donate a dinner for 2 and raffle off a week of eating out. Sell tickets for around \$30 each. The lucky winners are able to eat out every night for a week.
- **Barbecue Contest** – Fire up the grill and breakout your best BBQ recipe. Ask members of the team to act as judges and have different categories for various meats or vegetables. Require guests to pay to attend.
- **Home Grown** – Employees donate items for auction such as cakes, cookies, monthly parking spots, a weekend at their summer cabin or a home cooked dinner. Services such as a car detailing, a month of lawn mowing or painting also may be auctioned.
- **Lunch with Leadership** – During an auction or as a campaign incentive offer lunch or a mentoring session with top executives.



Molson Coors playing *Change The Odds* (see Appendix for description)



Zoolander walk off campaign engagement event

APPENDIX.

Events, Engagement, and Ideas continued

Team events

- **Hallway Golf** – Form teams, get creative, and create golf holes throughout your office floors. Incorporate Mile High United Way’s mission, by conducting a food or book drive and use the raised items to create the holes. Employees pay to participate in the golf. Consider getting your corporate vendors to sponsor holes.
- **Tricycle Race** – Set up an office relay course for participants to go through, either sitting in a chair or on tricycles. Have employees “bet” on their favorite contestants to win also great to do in the parking garage or public outdoor space.
- **Amazing Race/Scavenger Hunt** – Host a scavenger hunt competition. Consider including Mile High United Way partner agencies as part of the hunt.
- **Sports Tournaments** – Host a basketball, dodge ball, four square, or any number of sporting event tournaments for your company. Participants pay to enter and proceeds come to Mile High United Way. Donate the sporting equipment from the games to a Mile High United Way program.
- **College Basketball Bracket** – During March Madness, turn your work bracket into a fundraiser for Mile High United Way. 50% of the proceeds go to the bracket winners and 50% come to support programs of Mile High United Way.
- **Point System Competition** – During the campaign develop a point system to encourage participation and a friendly-competition between departments. For example:
 - 6-points for giving during the campaign
 - 4-points for increasing gift from last year
 - 3-points for donating to the food drive
 - 2-point for volunteering during the campaign
 - 1-point for attending a campaign event (i.e.: kick-off, meeting, etc.) The team that wins the most points will earn a team lunch, half day of PTO, week of jeans, etc.
- **Competition between Companies** – Do you have a vendor or a competitor that also runs a workplace giving campaign with Mile High United Way? Consider doing a friendly competition between companies. Most raised? Most participation? The winning company has to provide the other company with a prize (i.e.: hosted lunch).
- **Baskets for Auction** – Gather your department and create themed baskets for a raffle. Basket theme ideas include, Backyard BBQ, Wine Lover, Beer Lover, Movie Night, etc. Have a prize for the department whose basket raises the most.
- **Bowling Tournament** – Set up a bowling alley in a hallway using bottled water and a ball. Charge participants to enter. Participants can get pledges for the number of pins knocked over.
- **Minute-to-Win-It** – Create a friendly competition with “minute-to-win-it” games; such as cookie face and pong tic tac toe.



Anadarko's *Top Chef*-inspired campaign event