

## Theme Ideas for Your United Way Workplace Campaign

A creative theme can really personalize your campaign. Try some of these great ideas, ranging from “Be Someone’s Hero” (have your CEO pose for pictures as Superman) to “Team up with United Way” (organize an employee sporting event). The possibilities are endless! For additional assistance, be sure to contact your United Way Campaign Manager.

- \* All Stars for United Way
- \* Be a Star in Someone’s Life
- \* Be Someone’s Hero
- \* Capture the Spirit
- \* Caring in Our Business
- \* Caring is Sharing
- \* Caring Works Magic
- \* Caring Works Wonders
- \* Catch the Caring Spirit
- \* Catch the Spirit
- \* Changing Lives/The United Way
- \* Community Spirit at Work
- \* Disney Day for United Way
- \* Experience the Joy Together
- \* Fill the Well of Hope
- \* Follow the Sun
- \* For the Kid in Each of Us
- \* Generate a Spirit for Caring
- \* Give from the Heart and Make a Difference
- \* Give Hope a Chance
- \* Give Life a Lift
- \* Give Love/The United Way
- \* Give Your Way with United Way
- \* Give/Wholeheartedly
- \* Giving Hope
- \* Go for the Gold
- \* Heart to Heart
- \* Help Brighten Tomorrow
- \* Help Build a Better Community
- \* Help the Sun Shine In
- \* Helping Everyone/Every Day
- \* Helping Make a Difference
- \* I Love Helping, Caring, Giving, Sharing
- \* Imagine What We Can Do Together
- \* Insure Your Future with United Way
- \* Invest in Your Community
- \* Investing in Our Community
- \* It Only Takes One/Be the One
- \* Join the Winning Team
- \* Keep the Miracle Happening
- \* Lead the Way!
- \* Let the Sun Shine In
- \* Let’s Make the Difference
- \* Lift Someone’s Spirits
- \* Love - Keep It Working
- \* Love is Working
- \* Make a Change for the Better
- \* Make a Stand, Lend a Hand
- \* Make it Happen - Give to United Way
- \* Make Your Life Shine
- \* Making it Happen
- \* Making Your Community a Better Place
- \* Neighbor Helping Neighbor
- \* Open Your Heart
- \* Orchestrating a Change Through United Way
- \* Our Community Needs Us
- \* Our Team Works
- \* Paint a Brighter Tomorrow
- \* Pitch In & Give
- \* Play a Starring Role in Your Community
- \* Put Your Heart Into It
- \* Reach for the Stars
- \* Reaching New Heights
- \* Reaching the Big Top
- \* Recipe for Caring
- \* SCORE for the United Way Campaign
- \* Set the Spirit Free
- \* Share a Dream, Share Your Love
- \* Share the Magic
- \* Share the Sunshine in Your Life
- \* Share with Pride
- \* Shine on the Community
- \* Soar with Us
- \* Straight from the Heart
- \* Take Stock in Our Community
- \* Team Up with United Way
- \* Teaming Up for Tomorrow
- \* The Magic is You
- \* The Magic of Life is Giving
- \* The Power of Caring, the Power of Love
- \* The Power of Victory, the Power of You
- \* The United Campaign Challenge
- \* United Way is an Uplifting Experience
- \* Together Our Star Shines Brighter
- \* Touch a life
- \* Touch Someone’s Heart
- \* United in Sharing
- \* United We All Win
- \* Walk a Mile for the United Way Campaign
- \* We’ve Done a Lot, But There’s Still More to Do
- \* What We Do Today Can Change the Future
- \* Working Wonders Together
- \* Write a Happy Ending
- \* You Give Hope
- \* Your Gift Works Magic
- \* Your Kids - My Kids - Our Kids

(more)

### **Theme: Sports/Olympics**

#### *Suggested Names*

- Be a Champion for United Way
- Teaming Up for Tomorrow

#### *Possible Events*

- Pep rally kickoff
- Office Olympics
- Elevator or Chair Races

#### *Ideas for Incentives*

- Medals or blue ribbons to winning team and donors
- Sports events tickets

### **Theme: Summertime**

#### *Suggested Names:*

- Caring is Cool
- Be a Lifesaver . . . Give to the United Way

#### *Possible Events:*

- Employee Cookout or BBQ
- Casual Day for United Way

#### *Ideas for Incentives:*

- Free vacation day
- Squeeze bottles
- Tickets or passes to pools and summer attractions

### **Theme: Back to School**

#### *Suggested Names:*

- Give - It's Elementary
- The ABCs of Caring

#### *Possible Events:*

- United Way Pop Quiz
- Sack Lunch Swap
- Bubble Gum Contest

- Spelling Bee

#### *Ideas for Incentives:*

- Long recess (longer break or time off)
- Good job stickers
- Apples and treats

### **Theme: Lights! Camera! Action!**

#### *Suggested Names:*

- Reach for the Stars
- You're a Star! When You Give to United Way

#### *Possible Events:*

- Used Video Sale
- Star Struck Trivia
- Movie Star-Style Party

#### *Ideas for Incentives:*

- Hall of Fame (place donors' names on star in the hallway)
- Movie passes
- Fresh popcorn

### **Miscellaneous**

Decades (50s, 60s, 70s, 80s)  
Christmas in September  
Back to School  
Beach Party  
Carnival Games  
Mardi Gras  
Movie Themes (*Charlie's Angels*,  
*Men in Black*, *Mission Impossible*)  
Mystery  
Olympics  
Scavenger Hunt  
Hawaiian Luau  
Sports