



Campaign Ideas and Events: Race to Live United

Special Event:

Divide employees into teams, and provide each team with a list of United Way partner programs. Each team will receive a clue and send two employees at one time to the United Way agencies based upon the clues obtained at each of the locations. The first two will drive to that location and meet with a representative for further instructions. Once they have completed their task, they will need to bring back a program brochure that is initialed or stamped by the agency representative. The employee will receive the next clue, drive back to the company/business and give the clue to the next two team members for their leg of the race. The race continues until the last set of team members arrive back to the company/business.

Example of a clue may be:

1. Employment and life skill services for people with developmental and other disabilities.
2. Currently serves 467 clients
3. You see their vans driving all over
4. See Nancy

(The answer to this clue would be WACOSA)

Ways to Promote the Campaign:

- List different Partner Agencies and one sentence about them
- Show episodes of The Amazing Race
- Offer a special prize to the first team to arrive

Campaign Decorations:

- Rug for the teams to stand on as they arrive back to the company/business
- Posters/maps of different countries or areas in the U.S.



Give. Advocate. Volunteer. **LIVE UNITED™**