



## Campaign Ideas and Events: Red Carpet United Way Premiere

### Special Events:

- Have a Star Bake Sale with slogans such as “The Pies of Laura Mars” and “Romancing the Scones”
- Provide a breakfast/lunch for a fee with names such as Pancakes Galore - Rated PG: Pancake breakfast or A Taco’s Life - Rated R: Taco lunch; Deuce Bigalow, Trivia Gigolo - Rated PG13: Movie trivia contest; The Secret Bid - Rated G: Silent auction

### Ways to Promote the Campaign:

- Use posters of favorite movies, actors, and actresses to transform the office into a movie studio
- Promote a “Dress as Your Favorite Star” day where employees can dress as a character or as a movie star
- Employees can vote on the best costume
- Have staff create and perform a skit for the United Way meeting
- Use an oversized film strip as a thermometer
- Call special events Act 1, Act 2, Act 3

### Campaign Decorations:

- Movie posters
- Clap boards
- Director’s chair
- Film strips
- Movie memorabilia
- Movie cameras
- 3D glasses



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