



# CHAMPIONS AT WORK

A workplace giving program that enables employees to plan and coordinate fundraising programs to help Special Olympics Idaho



# BENEFITS OF WORKPLACE GIVING

## Positive Outcomes for Your Company

The Special Olympics Idaho **Champions at Work** program gives your employees an opportunity to connect, contribute and volunteer. Your efforts help accomplish our mission of providing year-round sports training and athletic competition in a variety of Olympic-type sports for Idaho children and adults with intellectual disabilities giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**Inspire** your employees to increase their overall health and well-being. This personal change can improve many aspects of their lives, including at home, in their communities and at the workplace.

**Foster team building.** Allowing your employees to gather behind a common cause will create stronger relationships, which will improve overall organizational efficiency.

**Increase employee retention.** Not only will your employees build stronger bonds, they will pull together persistently to complete tasks at hand and strive to reach your company's goals. This will also increase positivity in the workplace, creating a happier environment for all of your employees.

**Social Responsibility.** Increase your company's visibility as a charitable company. Gain recognition for the great accomplishments of your team.



At Special Olympics Idaho, 85 % of all donations goes directly to our program of creating communities of acceptance and inclusion for people with intellectual disabilities.

# PUTTING THE FUN IN FUNDRAISING

Great Ideas for Special Events During Your “Champions at Work” Campaign

**A note on timing:** Special events are meant to enhance an existing employee giving campaign, or an alternative way to give your employees an opportunity contribute outside of or instead of workplace giving campaigns. Most fundraisers are best kept toward the end of your campaign timeline or after it has closed. If you are uncertain of the best time to hold your fundraiser, please contact Special Olympics Idaho.

**Balloon Pop:** Get prizes of varying value – from a candy bar to an iPod. Put names of prizes inside helium balloons. Charge employees a fee (e.g., \$5, \$10, etc.) to buy a balloon and pop it to find out what they have won. This is a fun event to do at the start of a campaign presentation – winning prizes puts everyone in a “giving mood”.

**Book/Video Sale:** Ask employees to donate old books, videos and CDs for a sale. Sell paperbacks for \$2, hardbacks for \$3 and CDs/DVDs for \$5.

**Candy/Cookie/Carnation Trade:** Purchase or get donated flowers or treats. Employees then purchase them to bring home or share with co-workers.

**Chili / Wings Cook-Off Contest:** Employees pay \$2 per sample bowl or 3 for \$5 and then vote for their favorite. Charge for cold water and desserts.



Athlete  
Rueben

**“Without Special Olympics, I wouldn’t have dreams.”**

**Best Seat in the House:** Best for an office workplace. Sell tickets to win a day of working in a comfy recliner. You can even raffle off the recliner as a grand prize.

**Board Game Fundraisers:** Have a lunchtime tournament. To move things along, the winner can be declared after a set length of time.

**Flat entry fee:** Players pay a flat entry fee. The winner splits the pot with Special Olympics Idaho.

**Brackets:** Fees increase at each level, with the champ splitting the (bigger!) pot.

**CEO Car Wash:** Flat fee per car or auction off the car washes. Charge for photos of the “dirty deed”. Relaxation Stations with music, lawn chairs and umbrellas where employees watch their bosses work adds to the fun.

**Coin War:** Label large water cooler jugs with the names of separate departments. Invite employees to drop in spare change. Quarters are “sabotage”: drop quarters into each other’s bottles. At the end, add the coins and subtract the quarters. The department with the most money collected wins a prize and the money goes to Special Olympics Idaho

**E-mail Bingo:** Everyone gets a card, but can purchase more. Send the numbers/letters through company e-mail, once every hour.

### Guess the Candy in the Jar:

\$1 per guess. Candy to the winner, money to Special Olympics Idaho!

**Karaoke Lunch:** Rent or have someone bring in a karaoke machine during lunch. Pay a fee to sing!

**Miniature Golf:** Build a 9-hole course around the office. Charge entrants a fee to play. Award prizes for best score. You can also set up a Long Putt hole in a hallway, charge \$1 per try with a grand prize for whoever sinks it.

**Employee Cookbook:** Collect employee recipes and create a company cookbook. Ask children of employees to create illustrations. Print or bind copies and charge for each copy. Tie in the cookbook sale with an employee lunch with recipes from the book!

**Craft and Bake Sale:** Ask employees to donate baked goods or the fruit of their talents. This popular activity gives everyone a chance to share hobbies/recipes.

**Halloween Pumpkin Carving Contest:** Plan a Halloween theme! Enter pumpkins by individual or by department and charge \$5 to enter and \$1 to vote.

Award prizes in different categories: best traditional most creative, best group effort, etc.

**Pie in the Face:** \$10 to pie the Boss (or others) from the workplace. Running this as an auction for the right to throw the one and only pie creates fun and limits mess!



*“Let me win. If I cannot win, let me be brave in the attempt.”  
Athlete’s Oath*

**Office Olympics:** Employees compete in “athletic” events for prizes. Participants donate \$5 to enter. Observers can wager bets on their favorite entrants. Popular choices are Chair Races, Trash Can Basketball, Minesweeper/Solitaire, Paper Airplane Contest, Staple Chase (5 minutes to find 10 hidden staplers), Rubber Band Archery, Sticky Note Fencing, (1st to get 5 on their opponent), and Best Sick Note Contest.

**Ticket Giveaways & Gift Certificates:** Ask area businesses – especially ones you do business with already to donate items for your campaign. Give free tickets to movies, theater productions, amusement parks and other local attractions for pledge incentives. Enter the names of all employees who turn in a pledge form during the first hour following the kickoff into a special drawing.

**Jeans for Champions:** Employees can donate to Special Olympics Idaho in exchange for a day, week, etc., of wearing casual clothes to the office or school. Choose the timeframe and cost that works best for your company.

**Scavenger Hunts:** Find unusual items from the neighborhood or office. Organize in teams and charge an entrance fee. Award different points for different items. The entire team must be present at end of ½ hour time limit. If a team member arrives late, assess a penalty of two points per minute (or fraction thereof).

**Video Arcade Game Contest:** Those great arcade games from the ‘80s (Space Invaders/Asteroids/Missile Command) are available in single console units for around \$20. They plug right into the back of a TV. Employees pay an entry fee and compete. Winners are named for highest score in individual games or cumulative score. Donations go to Special Olympics Idaho and the winners get the console!

**Company Picnic Day:** Turn your annual picnic into a fundraiser for Special Olympics Idaho. The senior management team can sit in a dunking tank or participate in a “pie in the face” activity to raise funds.

Tying your fundraising activities together with a theme can create a feeling of excitement for supporting Special Olympics Idaho. A clever theme can help boost participation and generate excitement!

Pick a theme that will really raise the interest and eyebrows of your staff. Emails, prizes, events and thank-you’s can all fall under one theme.

# Going Once! Going Twice!

Many companies like to raise money by holding auctions. Some even get their remote offices involved by conducting the bidding on their intranet!

Ask employees to donate items or services. Perhaps your company can provide prizes in support of the campaign: promotional items, half or full days off from work, premium parking spaces or other fun incentives. Solicit from your vendors or businesses in your area.

Help to  
Reveal the  
Champion  
Within Our  
Athletes!



There are different kinds of auctions; find the one that works best for your company.

**Basic Auction:** Outline items in a flyer and distribute. Set up a voicemail or e-mail with daily updates on the current high bids. Employees bid by either e-mailing the coordinator or by filling out a bid sheet posted where everyone has access. (It's good to let staff know who exactly has the high bid; friendly competition can bring in more money!) You can stretch the auction throughout the length of the campaign; each Friday announce the winners and introduce the next week's items.

**Live Auction:** Nothing generates more excitement or high bids like a live auction! Consider holding one during an employee lunch, with a well-known and energetic employee working as auctioneer.

**Ticket Auction:** Depending upon the dollar value of your auction items relative to how many employees are in your company, this type of auction might generate greater dollars. Instead of placing a bid, participants purchase tickets – say, one or two tickets for a dollar. They then place their tickets in separate envelopes representing the different prizes. When the deadline comes, the winning tickets are drawn from the envelopes.

As opposed to a typical auction where a gift certificate worth \$20 might yield a maximum bid around that value, a Ticket Auction could, instead, bring in more funds as there is no limit to how many people might purchase a ticket for a chance to win that item. Take note: This type of auction may not be the best method for higher-value items!

# HOW TO MAKE YOUR CAMPAIGN A SUCCESS

## *RULE #1: A CAMPAIGN IS ONLY AS SUCCESSFUL AS THE EMPLOYEES WHO PARTICIPATE*

This is the golden rule. Without employee participation, it is difficult for your campaign to be successful. This is a chance for you to motivate and unite your employees behind a common cause. As outlined in the benefits section, this is paramount for the effectiveness and morale of your employees day to day.

### **SET GOALS**

Before starting your campaign, you should set communal goals. These goals may be set on:

- Participation rate
- Breakdown of dollar amount by department
- Overall dollar amount

These goals should be publicized, so your employees are aware of their mission. Create a *buzz* around the campaign by keeping employees constantly updated on where they stand on reaching their goal.

Goals should be achievable and measurable, yet challenging. A great way to measure how close you are to your goal is to use a goal thermometer. This should be placed in a communal location, such as the lobby or staff room.

On average, it costs approximately \$1000 per athlete to train for one year. Special Olympics Idaho has 2,900 athletes statewide. Deciding on the number of athletes your company wants to sponsor would be a great goal to reach! (e.g., 5 athletes x \$1000 = \$5000,) But be sure to set your goal to whatever range your organization feels comfortable with relative to size and culture.

#### **DON'T FORGET: EACH DOLLAR COUNTS!**

No matter how much you donate, you're helping people with intellectual disabilities to get off the sidelines of life, which is something to be proud of!

**NOTE:** You should be encouraging employees to participate, but do not forget to stress that this campaign is based on voluntary giving.

No employee is forced to give.

## ***RULE #2: INVOLVE MANAGEMENT***

Ask your CEO or other senior manager to publicly endorse the campaign. This could be done in a variety of ways:

- Send an individual letter to each employee promoting the campaign
- Broadcast memo, email or letter to all employees
- Make a comment in company's newsletter on behalf of the campaign committee
- Join campaign committee
- Kick off the campaign with the first pledge and donation

Encourage top management to attend the kickoff event/meeting and encourage them to speak about their commitment to pledge.

Throughout the campaign, encourage top management to stay involved and visible. This gives your employees role models and an incentive to keep participation rates up.

## **MATCH EMPLOYEE GIFTS**

If your organization is fit to do so, we encourage your CEO to match employee gifts. This shows a commitment on the side of the organization that they are dedicated to the same cause. Knowing their dollar will double, employees will be more willing to give.

## ***RULE #3: PUBLICITY!***

Successful campaigns are transparent and visible from start to finish. The campaign committee should create a buzz prior to kickoff, to get employees excited and aware of the campaign and its goals. Throughout the duration of the campaign, constant reminders via posters, goal thermometers, newsletters, etc. should be implemented. Keeping the campaign fun and visible will create more giving and foster teamwork.

Individual/department recognition throughout the campaign is another great way to keep it fun. Keeping track of a weekly top donor or overall top donor on your goal thermometer is one way to do this. You could also give recognition in internal emails, letters or newsletters to valuable members of the campaign. Knowing that generosity comes in all sizes, some companies choose to recognize all donors at any level.

## ***RULE #4: GIVE EMPLOYEE INCENTIVES***

The last tactic to making your campaign successful is the use of incentives. We have outlined a number of rewards and incentives called Rewards & Incentives.



# REWARDS & INCENTIVES

## Great Prizes, Drawings & Incentives for Your Employees

Here are just a few common and effective prize/incentive ideas. Keep your organizational culture as well as your budget in mind when choosing proper rewards.

\* Asterisk items are good for low or no budget campaigns, or for when there isn't time to solicit for prizes.



- \* 50/50 Drawing
- \* Sleep-in-late awards
- \* Prime parking spaces
- \* Paid day off
- Open soda & candy machines
- Free oil changes / details
- Electronics (iPod, Blu Ray player, etc.)
- Pizza party / catered lunch
- \* Corporate clothing
- \* Casual Fridays
- Tickets to local sports / arts event
- Free hotel stay
- Computers – new or gently used
- Lottery tickets
- Movie tickets
- “Met Our Goal” Lunch
- Cash Card
- Pre-paid gas cards
- Mall/store/restaurant gift certificates
- Free coffee
- Golf passes
- FOOD!

### DONT FORGET:

The most rewarding incentive one can receive is knowing that they have contributed to improving the lives of children and adults with intellectual disabilities!

**TIP:** Some companies turn to their food vending services for the food and preparation. Ask your service if they can supply food for an employee lunch. Some companies even put into their vending contracts that the vendor supplies a lunch for the employees during the fundraising time. See what they can do!

# CREATING A CAMPAIGN TEAM

## Build a Strong Team to Lead Your Champions!

Gather your employees to help by volunteering to be a team lead or joining a committee to make running your campaign much smoother. It's possible to create additional incentives for committee members, but these volunteers should be passionate and dedicated leaders.

Team Lead Members can include:

- Chairperson
- Publicity Team Lead
- Event Team Lead
- Champion Leaders



### CHAIRPERSON

#### *Responsibilities:*

- Head of campaign
- Show continuous support and promotion of campaign & events
- Attend all events
- Wrap up and thank employees for participation
- Be the 'go-to' person for questions about campaign from co-workers

If senior management is eager to be involved, this would be a great position for them!

### EVENT TEAM LEAD

#### *Responsibilities:*

- Create a buzz around campaign events
- Set up and break down events
- Choose and create events

The Event Team Lead can have a team of 3-6 other employees to help with campaign events.

### PUBLICITY TEAM LEAD

#### *Responsibilities:*

- Publicity- internal promotion of campaign
- Create timetable
- Set and track goals
- Keep open communication throughout the campaign with entire staff

The Publicity Team Lead can have a team of 3-6 other employees to help throughout the campaign.

### CHAMPION LEADERS

#### *Responsibilities:*

- Get co-workers motivated and excited about pledging and Events
  - Remind employees about pledge cards and ways to give
  - Collects pledge cards from department employees
  - Set a positive attitude towards the campaign
- Each department should have a Champion Leader.

# TIMETABLE

## Scheduling Your Campaign

Most workplace giving campaigns take place over six weeks. This timetable is a rough outline of how you can execute a Champions at Work campaign in six weeks.

<p><b>WEEK 1</b></p> <ul style="list-style-type: none"><li>- Appoint committees and team leads</li><li>- Have a meeting for committees and team leads to discuss event choices and basics of the campaign.</li><li>- Invite a Special Olympics Representative to speak and answer questions at kick-off event in week 2</li><li>- Start campaign promotions</li></ul>	<p><b>WEEK 2</b></p> <ul style="list-style-type: none"><li>- Continue to promote campaign</li><li>- Have kick-off event/announcement</li><li>- Give out pledge cards to all employees</li><li>- Create goal awareness</li></ul>
<p><b>WEEK 3</b></p> <ul style="list-style-type: none"><li>- Encourage employees to hand in pledge forms</li><li>- Have committee and team lead meeting to plan campaign event</li><li>- Keep staff aware of goal progress</li><li>- Send out thank you letters to campaign participants</li></ul>	<p><b>WEEK 4</b></p> <ul style="list-style-type: none"><li>- Encourage employees to hand in pledge forms</li><li>- Keep staff aware of goal progress</li><li>- Promote campaign event</li><li>- Send out thank you letters to campaign participants</li></ul>
<p><b>WEEK 5</b></p> <ul style="list-style-type: none"><li>- Encourage employees to hand in pledges</li><li>- Hold campaign event</li><li>- Track fundraising from pledges and event, keep staff up to date on goal progress</li><li>- Send out thank you letters to campaign participants</li></ul>	<p><b>WEEK 6</b></p> <ul style="list-style-type: none"><li>- Wrap up campaign</li><li>- Announce and celebrate meeting goal</li><li>- Do an evaluation of campaign</li><li>- Send in final results and employee information to Special Olympics Idaho offices</li><li>- Send out thank you letters to campaign participants</li></ul>

# FUNDRAISING DO's & DON'Ts

## DO

**DO** check out your ideas with your President or CEO!

**DO** something different to bring interest to your campaign.

**DO** use a special event to focus attention on the campaign – and not as the total campaign effort.

**DO** use special events as the frosting on the cake – to help you meet and exceed your “stretch goal”.

**DO** tie your incentives, where appropriate, to co-workers turning in their completed pledge cards...and encourage the use of payroll deduction.

## DON'T

**DON'T** surprise your Boss with a golf tournament on company time!

**DON'T** do the “same old thing”.

**DON'T** overlook the tried and true elements of a successful campaign (e.g., person to person contact, presentations, etc.)

**DON'T** forget your well-planned employee solicitation campaign!

# PLEDGE FORM

Name \_\_\_\_\_

Company \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

## METHOD OF GIVING & GIVING AMOUNT

(Select one):

- One time donation of \$ \_\_\_\_\_
- Cash (enclosed) \$ \_\_\_\_\_
- Check made payable to: Special Olympics Idaho  
(enclosed) \$ \_\_\_\_\_
- Credit Card (please complete below)
- Monthly Giving in the amount of \$ \_\_\_\_\_  
Special Olympics Idaho will process these credit card Donations

### Credit Card Information (if donating by credit card):

Visa       Mastercard       AmEx       Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

- Please invite me to Special Olympics Idaho events
- I would like to take a tour of Special Olympics Idaho

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## Sample Promotional Texts

Drop this text into emails and newsletters, Facebook and Twitter posts to inform, remind and encourage employees to participate in the Special Olympics Idaho Champions at Work Campaign.

### Sample 1

XYZ Company will participate in the Champions at Work campaign from <INSERT DATE> to <INSERT DATE>. Our goal is to raise <INSERT FUNDRAISING GOAL> to help Idaho children and adults with intellectual disabilities reveal the champion within. Participate in Champions At Work and enroll in the employee giving campaign today. For more information, contact <INSERT CAMPAIGN FOREMAN>.

### Sample 2

Workplace giving in America raises \$2 billion every year through employee payroll deductions. By participating in the Champions at Work campaign, you can help Idaho children and adults with intellectual disabilities reveal the champion within. For information on how to join, contact <INSERT CAMPAIGN FOREMAN>.

### Sample 3

Join Champions at Work by organizing or helping to organize a workplace fundraising event and *help to improve the lives of Idaho children and adults with intellectual disabilities* To learn how, come to the kickoff event on <INSERT DATE AND LOCATION>.



## Special Olympics Idaho

Did You Know . . . ?

That the mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community?

That the lifetime benefits of participation in Special Olympics was documented in a study conducted by the Yale University of Medicine which demonstrated that individuals with intellectual disabilities who participate in Special Olympics programs achieve higher success, including living independently, securing and maintaining employment and developing closer social relationships?

That intellectual disability is 7 times more prevalent than blindness, 7 times more prevalent than deafness, 10 times more prevalent than physical disabilities, 12 times more prevalent than Cerebral Palsy, and 35 times more prevalent than Muscular Dystrophy?

That three percent (3%) of the US population has an intellectual disability?

That the potential number of athletes in Idaho is over 40,000?

That Special Olympics Idaho is a statewide organization that serves 2,900 athletes, has over 9000 volunteers and offers 15 competitions per year in 16 different sports?

That Special Olympics Idaho is more than just sports? That Health education and medical screenings, leadership training, disability awareness and advocacy also included in the Special Olympics movement?

That Special Olympics Idaho helps individuals with intellectual disabilities overcome barriers by empowering our athletes to shatter stereotypes and exceed their personal bests on the playing field and in life?

That 100% of funds raised in Idaho remain in the state to benefit Idaho citizens with intellectual disabilities?

That our mission is only made possible by the generosity of people and companies like you?

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# NOTES